VISIT…

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ICONOGRAPHY

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PART C | CONTINUITY

In a world where icons and symbols are to be seen literally everywhere, we are accustomed to understanding a visual language system. Certain meanings are assigned to certain icons and symbols. Successful branding and marketing often involve a bold corporate identity. What if we play with these established icons and give them makeovers?

A number of international renowned artists were invited to redesign some famous icons. Since these icons and symbols themselves are value-free, the meanings that they convey are not intrinsic. Designers were given a lot of freedom to explore endless creative possibilities. The result is a series of stunning images. Some further reinforced the icons' original meanings and some turned out to convey completely different messages.

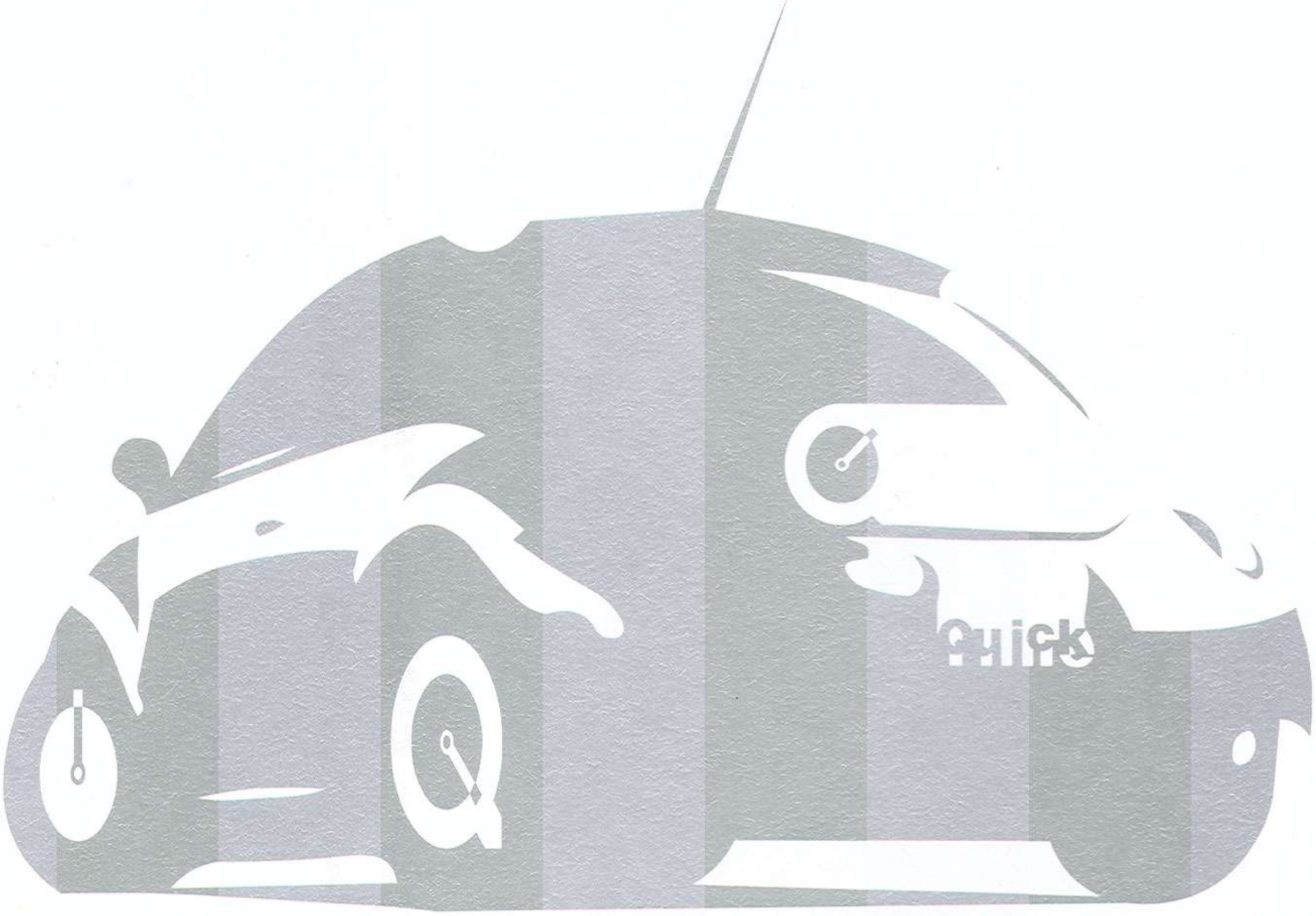
But this chapter is not be limited to individual icon redesign. We also invited graphic designers to contribute. They do not only create iconography, they are themselves "icons" on the international graphic design scene.

DESIGNED BY TURBOMATIC

Hot Wheels
Krispy Kreme DOUGHNUTS

DESIGNED BY TURBOMATIC

DESIGNED BY TURBOMATIC

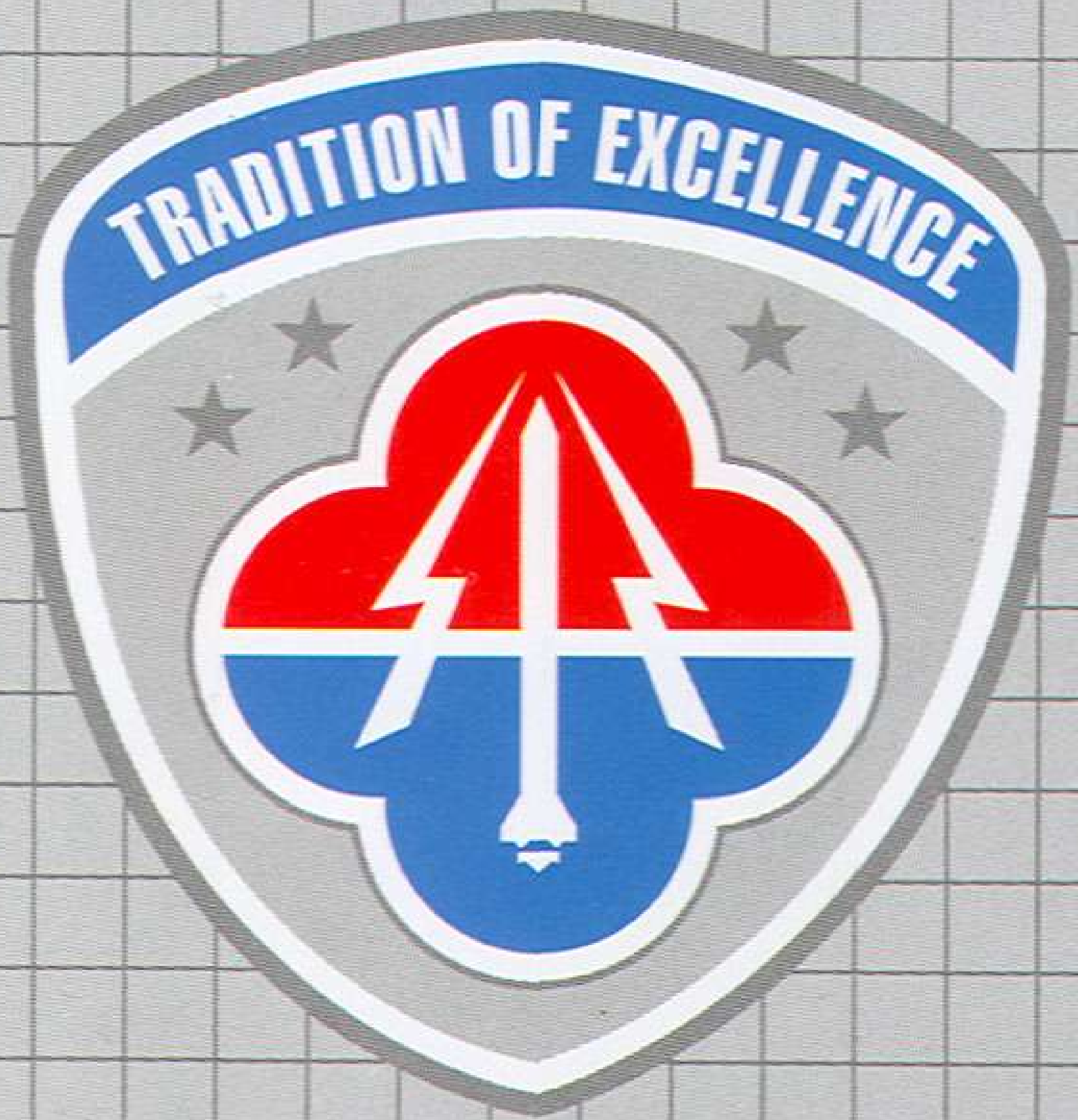


PLAYBOY
QuickTime
SCI FI

123KLAN CONCEPT

The original version of all these logos used to be American Army or Fireman logos, i just pick them up and deturn it into a graffiti peace full message. For example replace a missile by a spraycan,or the city name by a "GRAFFITI" message.

01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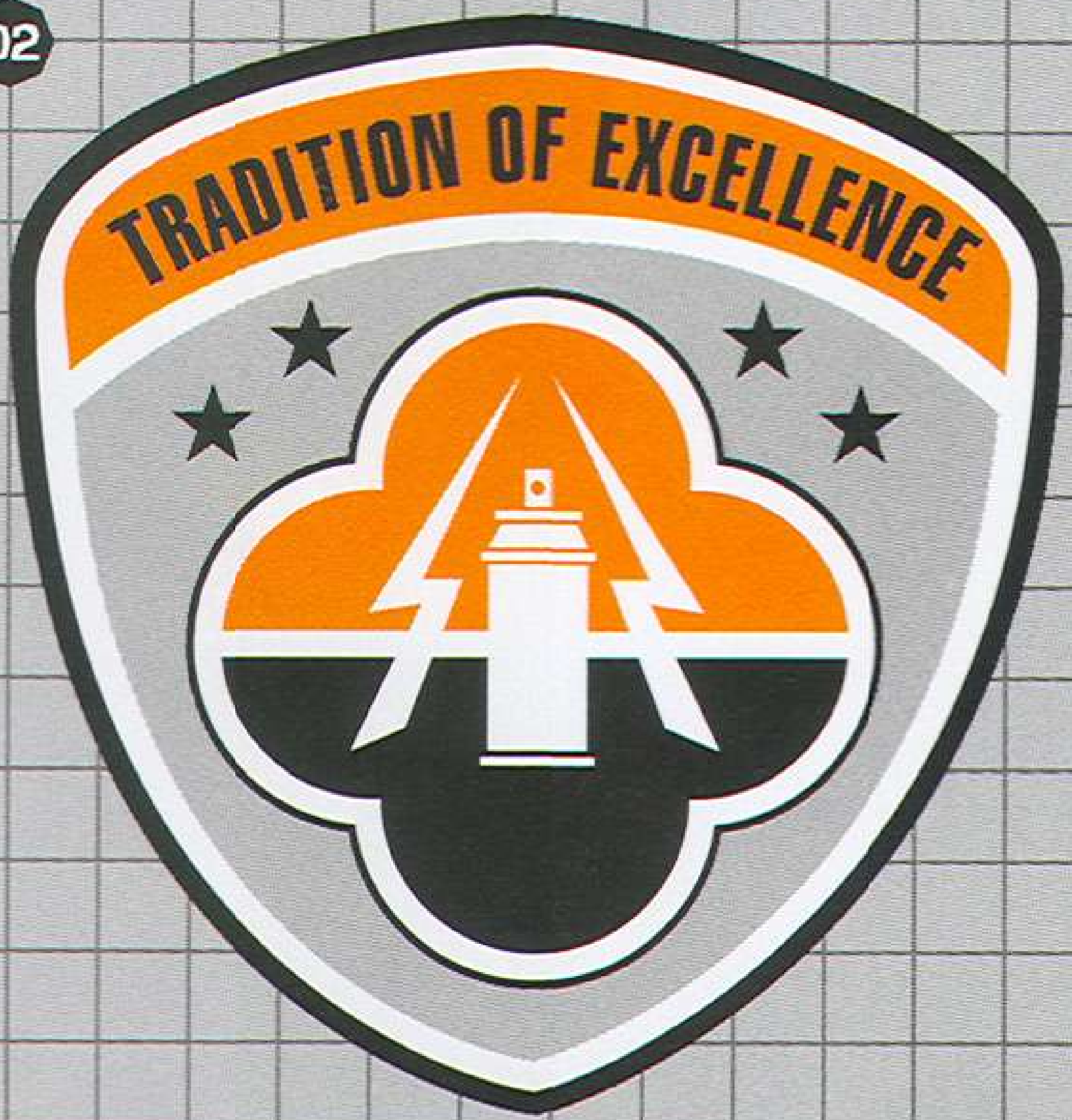
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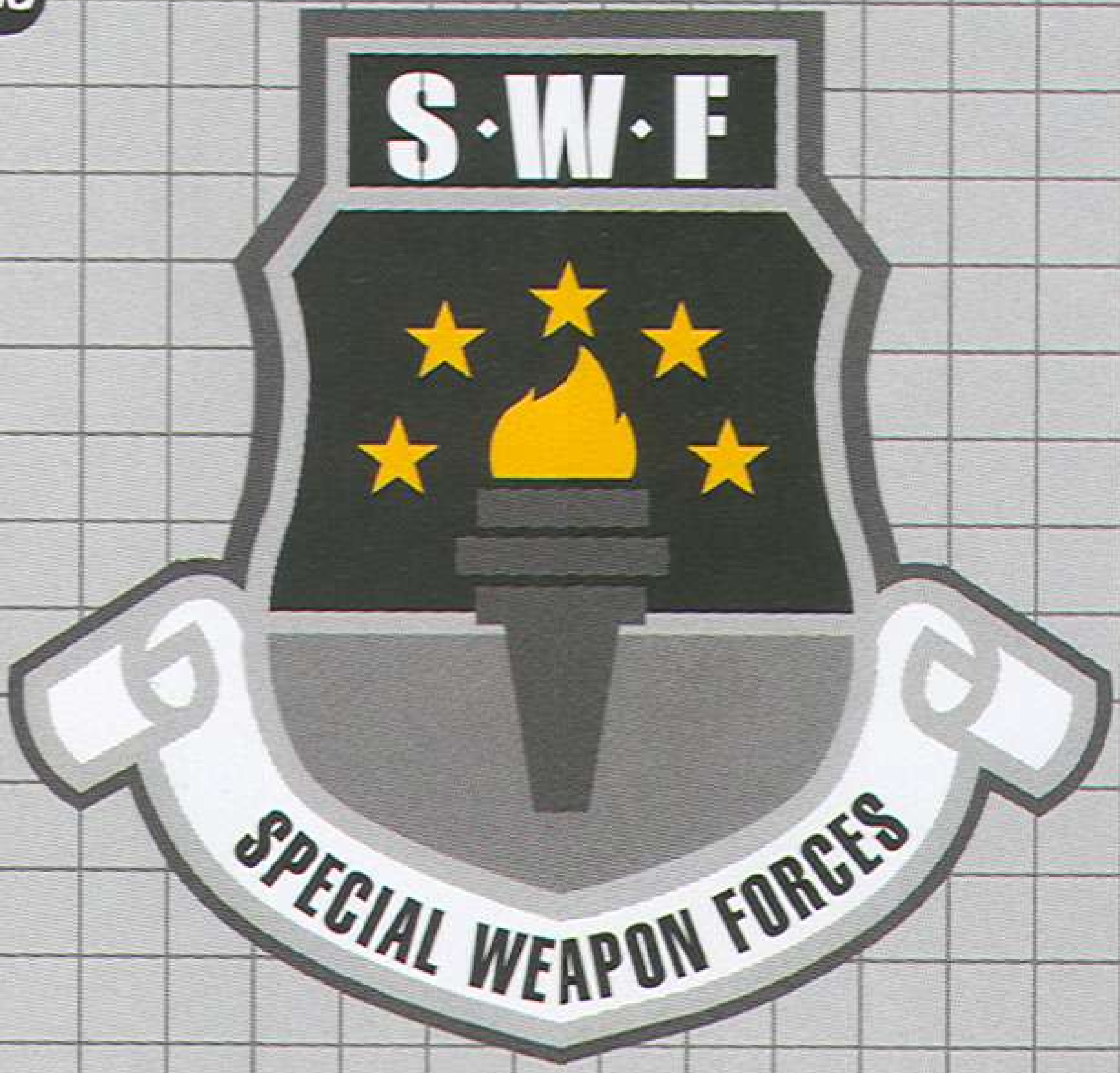
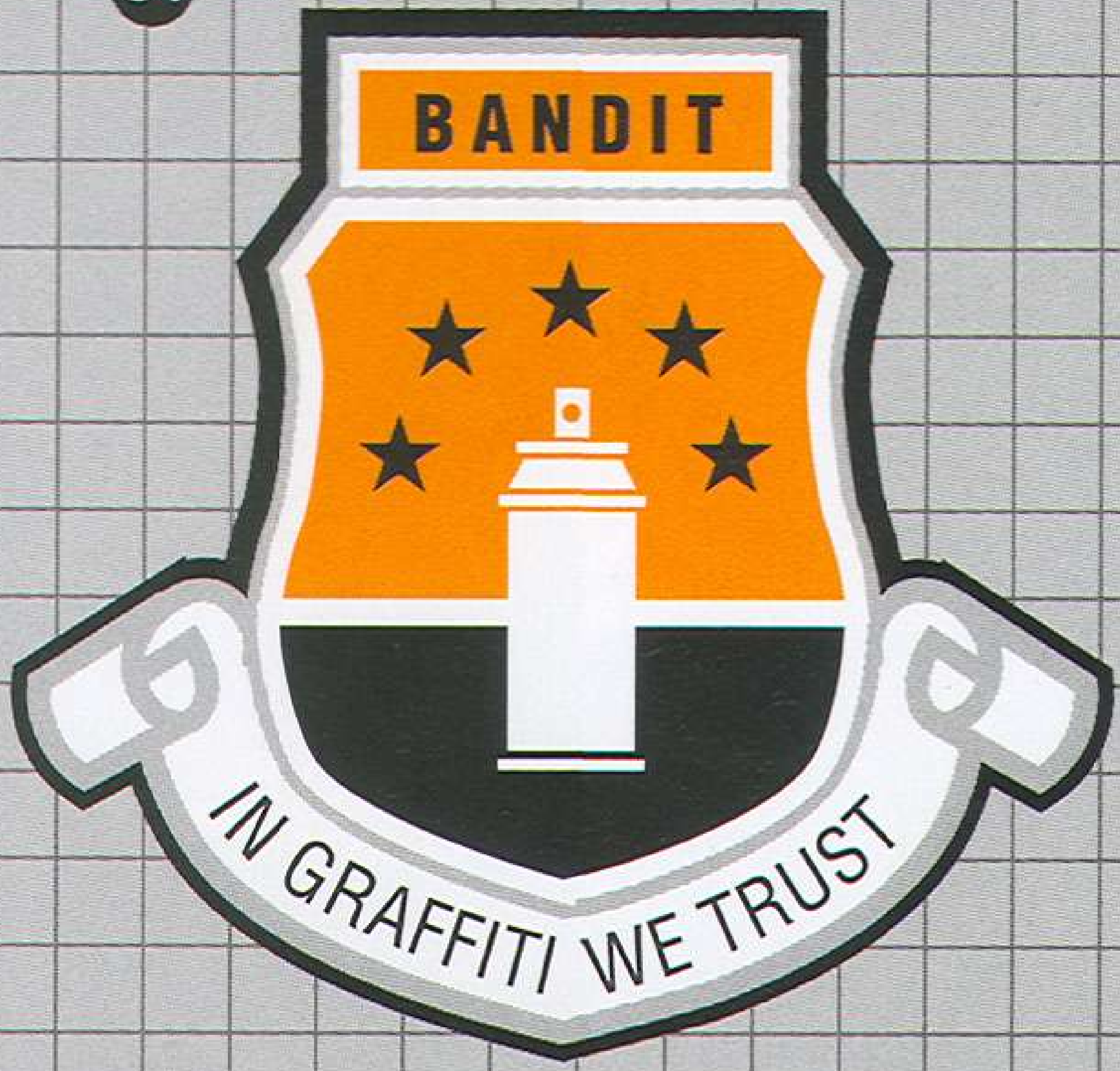
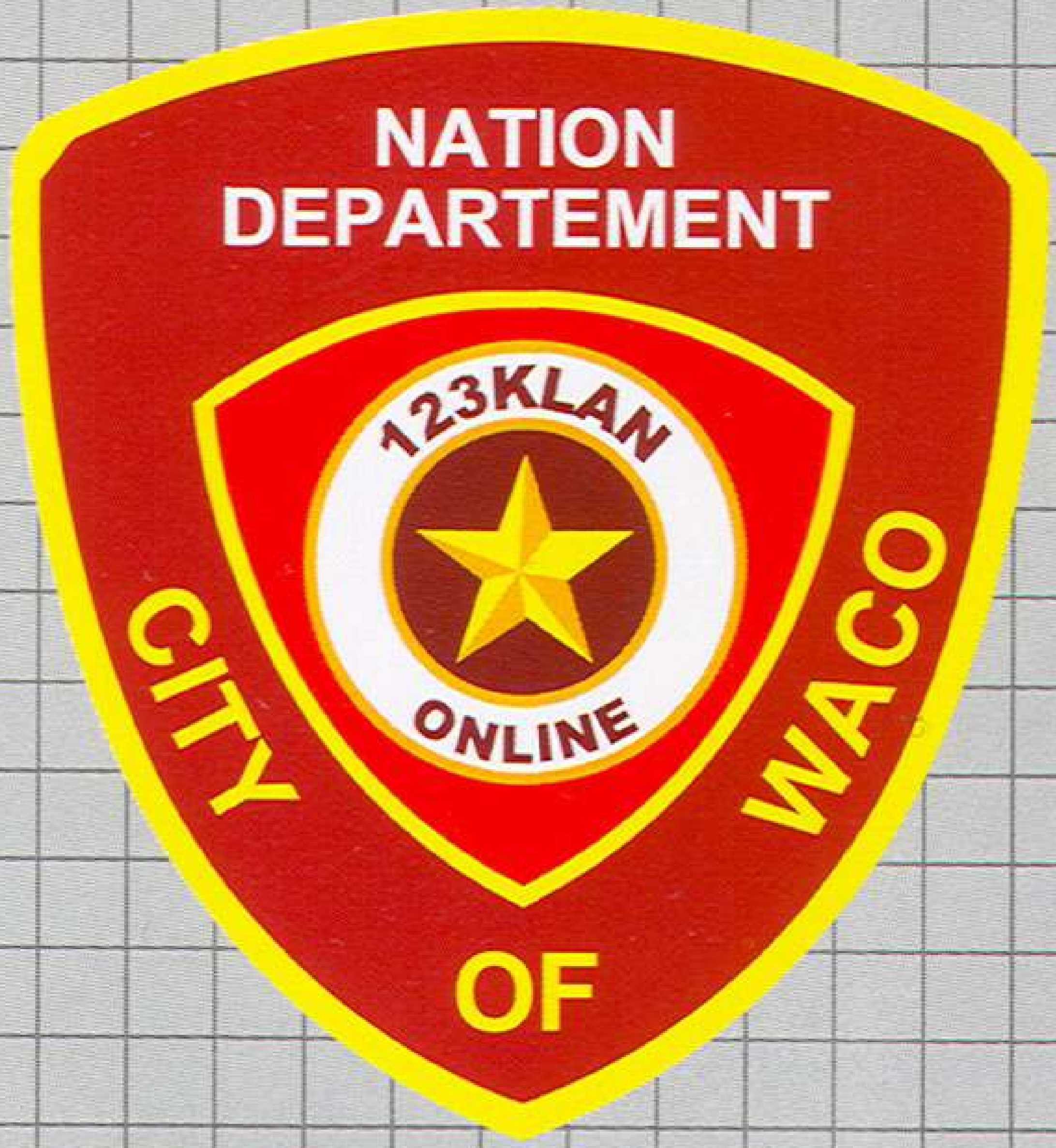

S·W·F
SPECIAL WEAPON FORCES

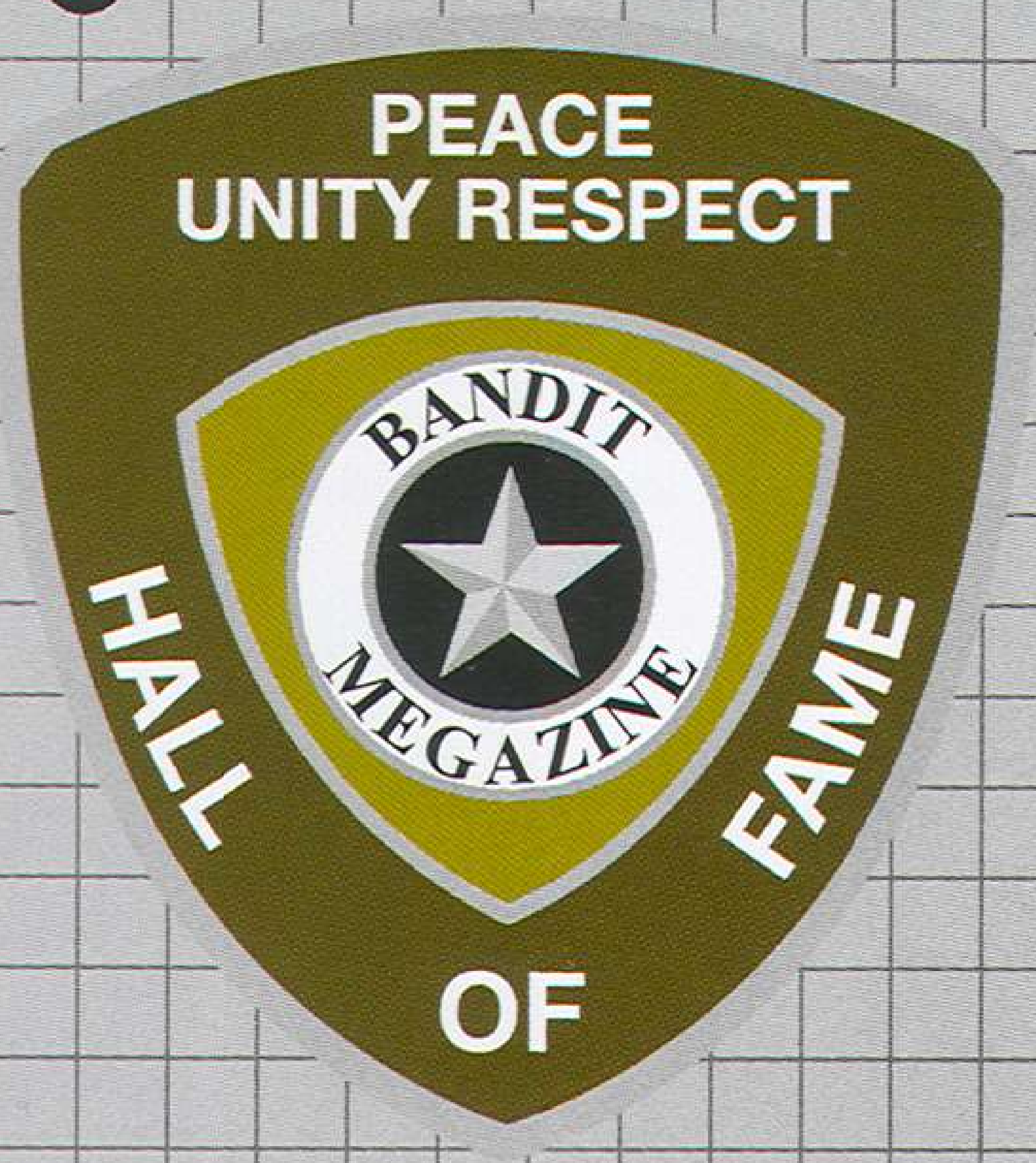
04


BANDIT
IN GRAFFITI WE TRUST

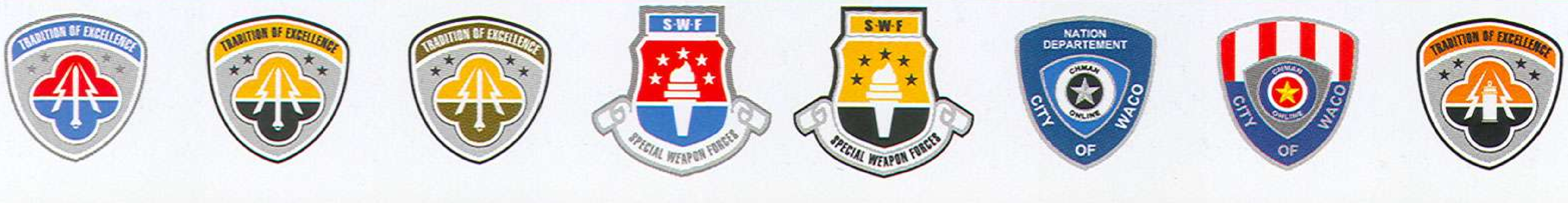
05


NATION
DEPARTEMENT
123KLAN
ONLINE
CITY
OF
WACO

06


PEACE
UNITY RESPECT
BANDIT
MEGAZINE
HALL
OF
FAME

SAMPLES


TRADITION OF EXCELLENCE
S·W·F
SPECIAL WEAPON FORCES
NATION DEPARTEMENT
CITY OF WACO
ONLINE

123KLAN ARTWORK

Here there are some personnal research to show how a logo or an icon are closed to graffiti, plus some other logos and icons realised for different labels or clients.

SMOKE THAT SHIT!!!

Scien

SCIEN

scien graffix ©.

Scien

"Heavy" Petting

23KINGZ Scien ©

シエン & クロエ ©

SC

SC 123KLAN

UNIT'70

Automatic kartel

PIXEL FURY

TWENTY FIVE

MONSTER RECORDS

Friday NITES

ASTERO

Miss Kero

DD™ DEVIL'S DESIGN

"scien kero"

bandit

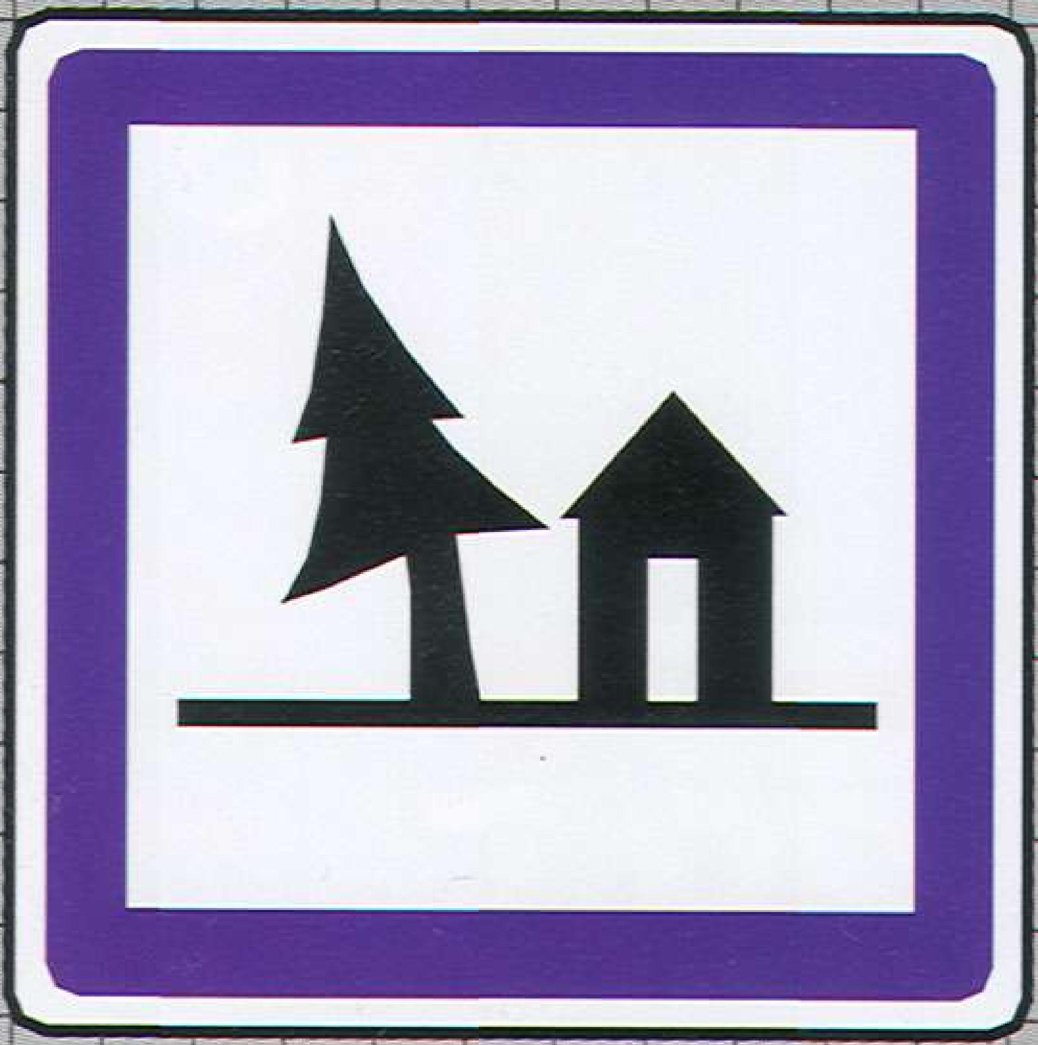
shift

SMOKE THAT SHIT!!!

123KLAN ARTWORK

FRENCH ROAD ICONS

SMOKE THAT SHIT!!!



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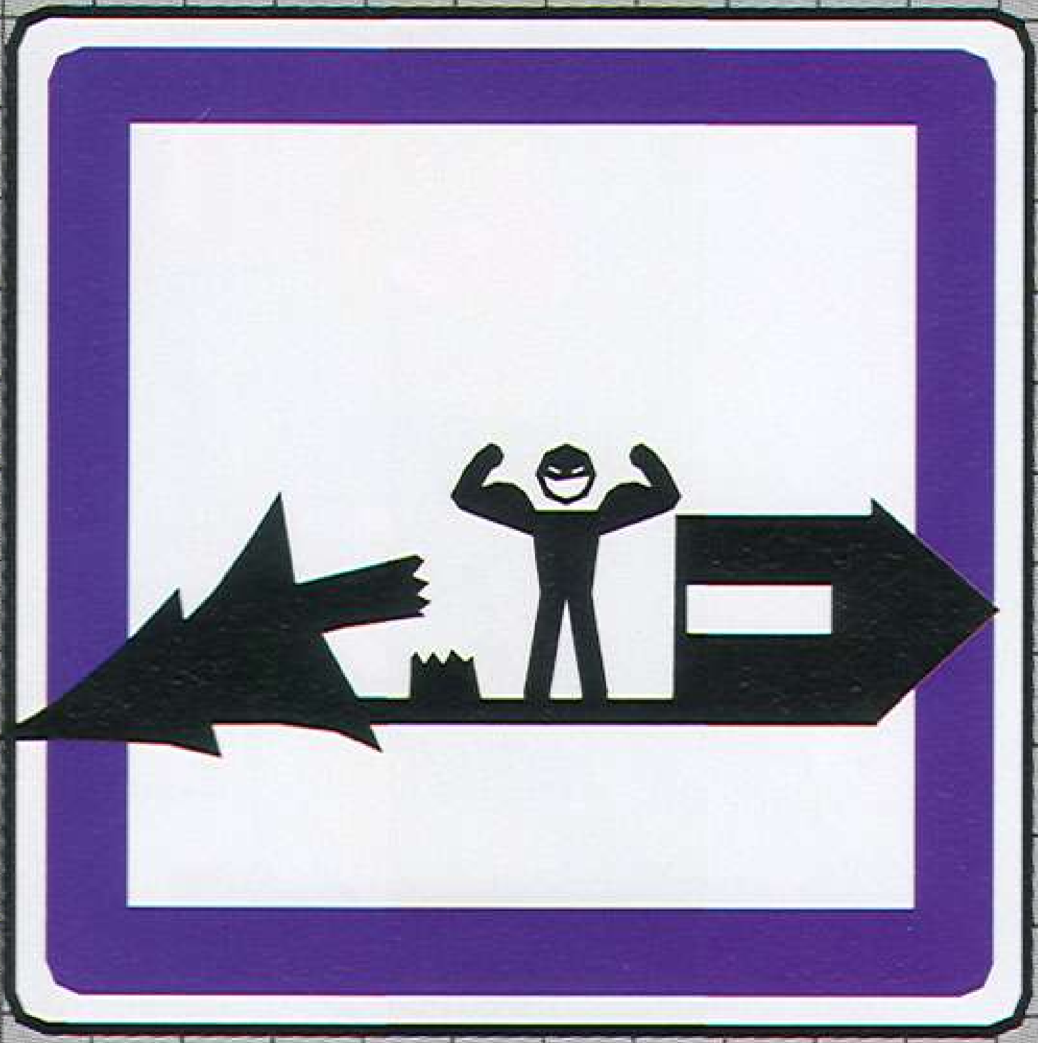

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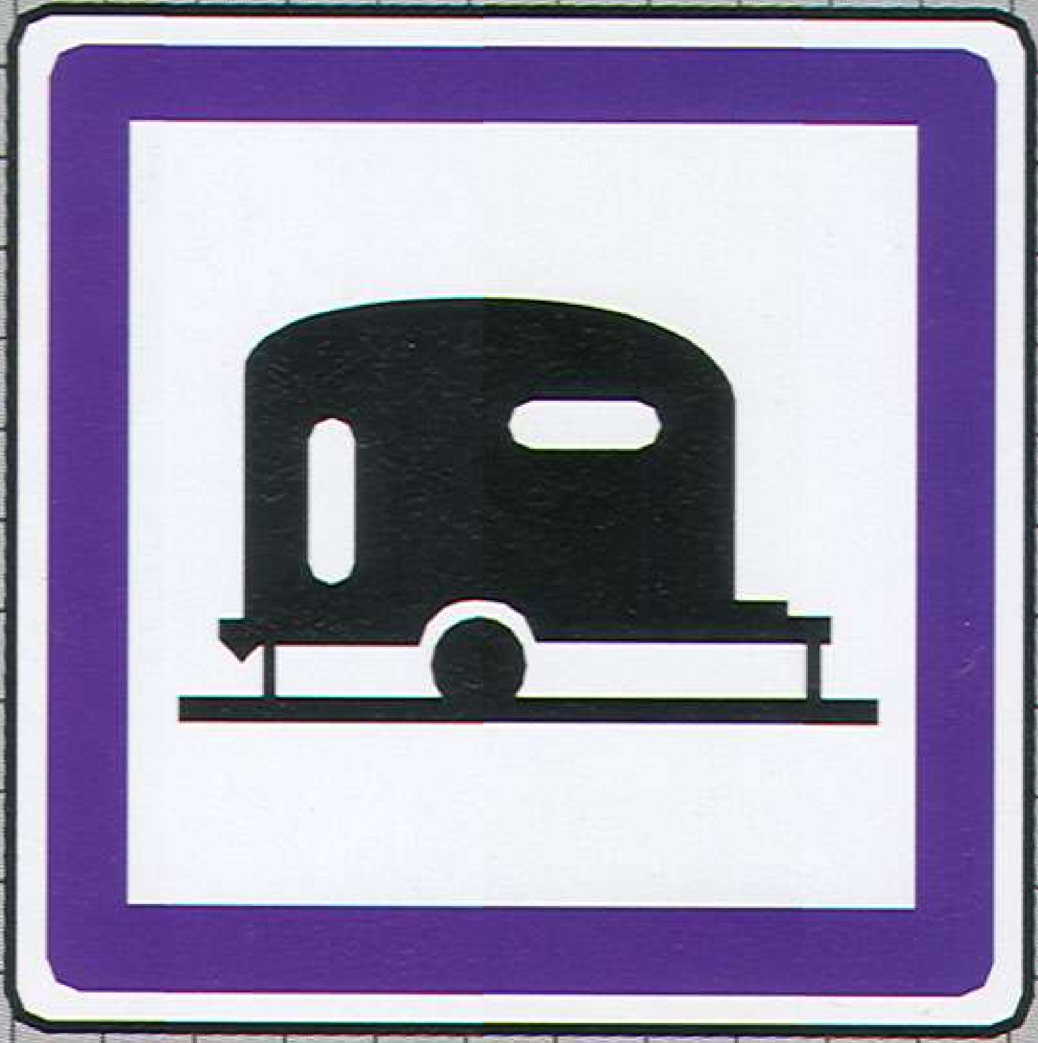

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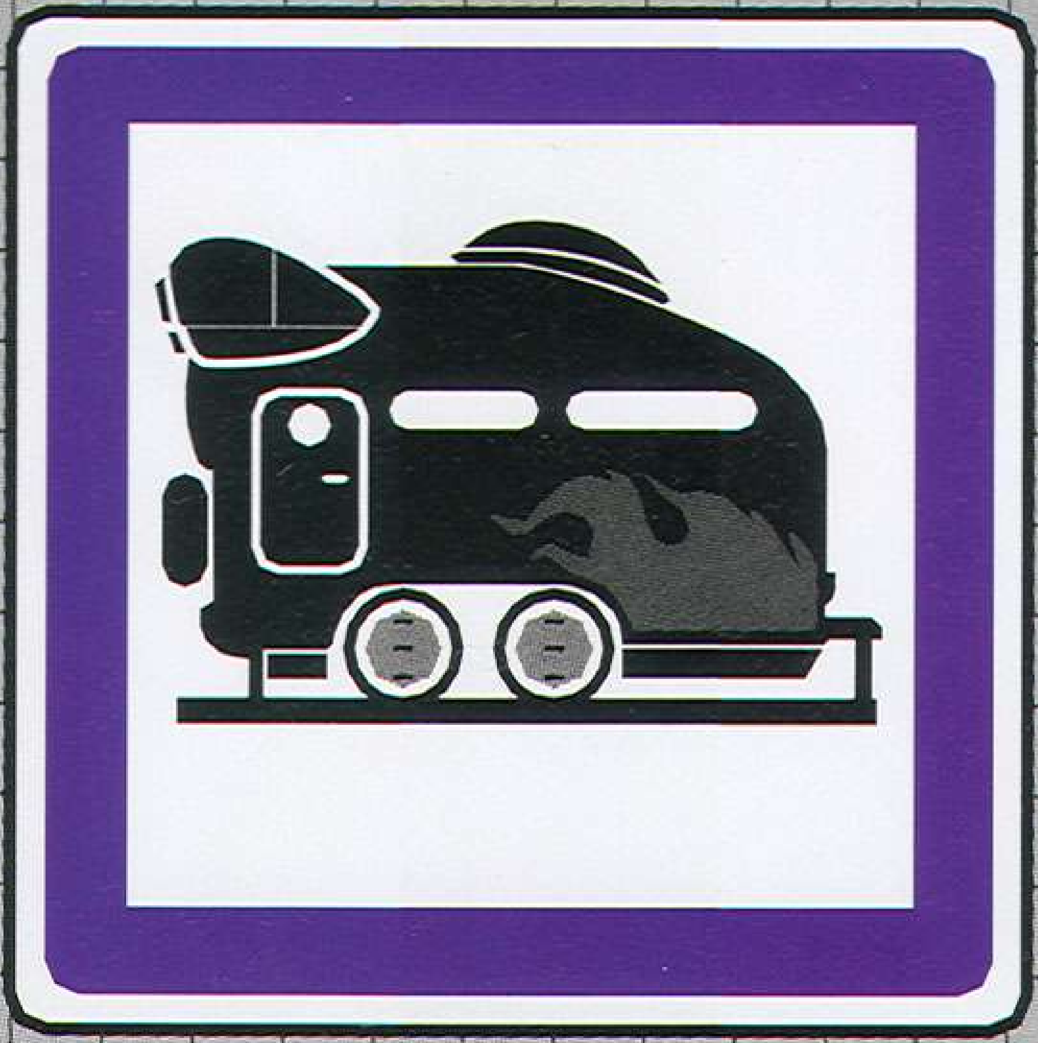

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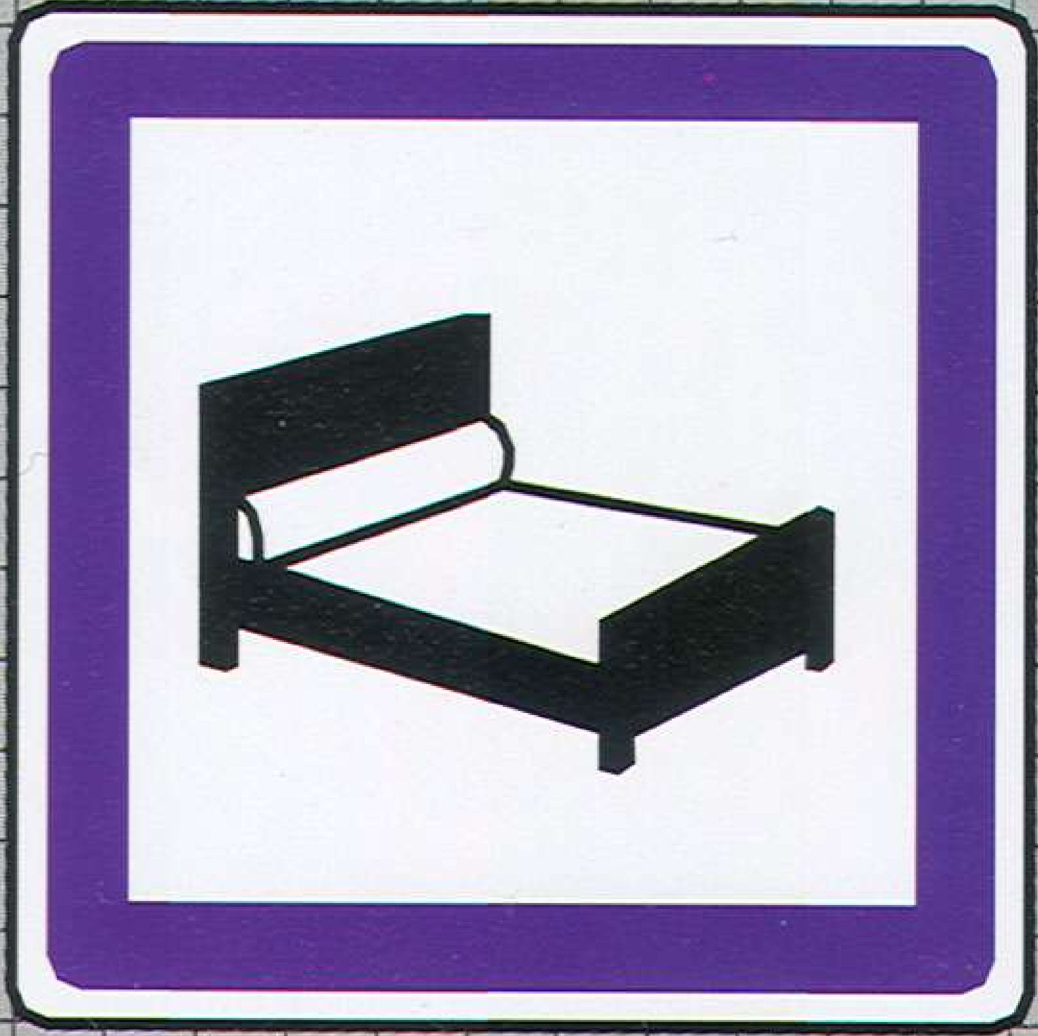

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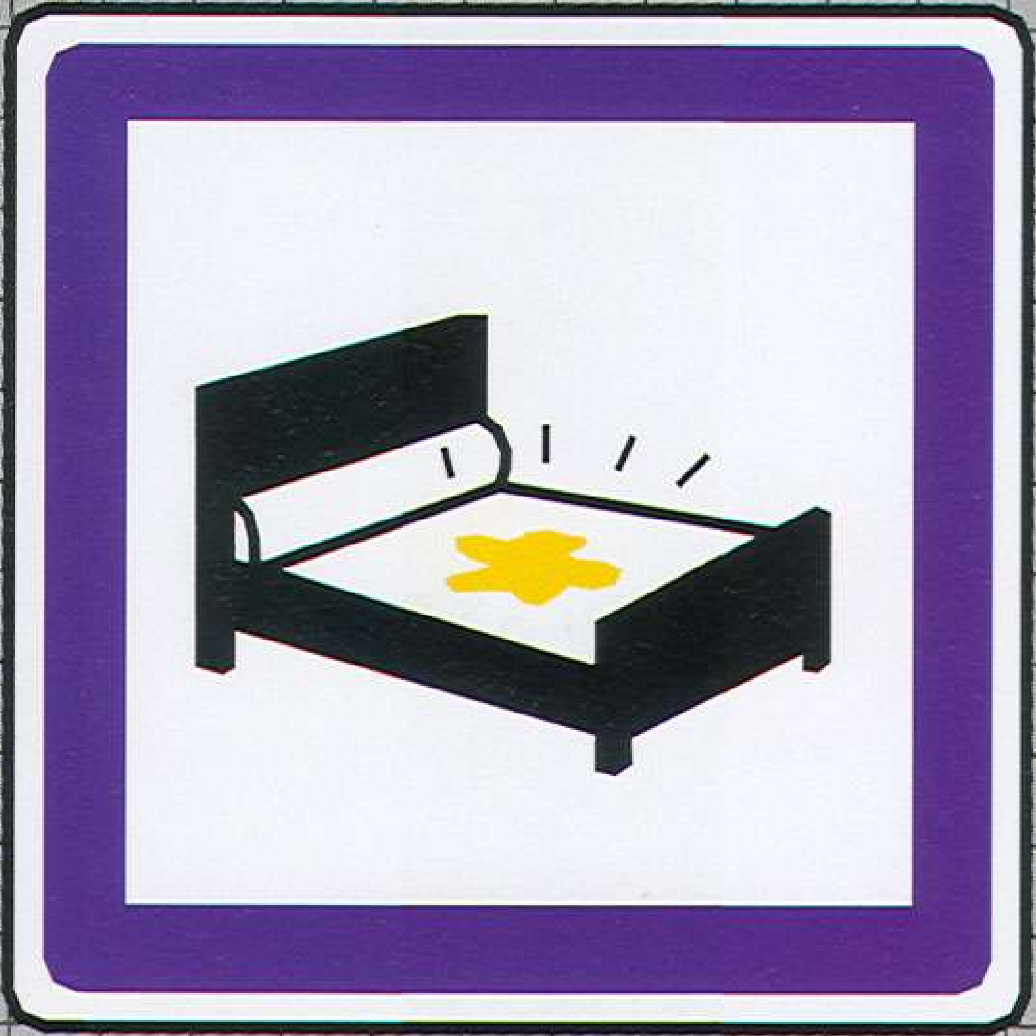
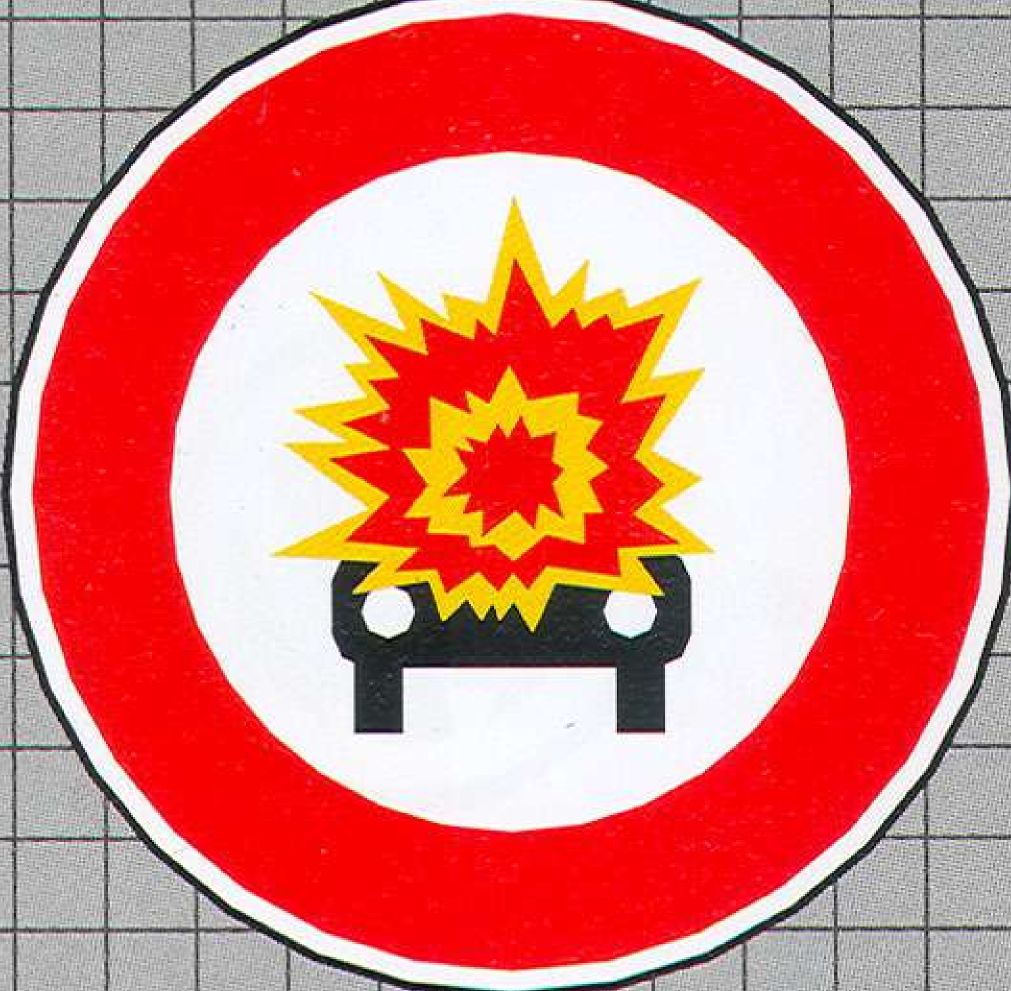


AFTER

123KLAN ARTWORK

FRENCH ROAD ICONS

SMOKE THAT SHIT!!!



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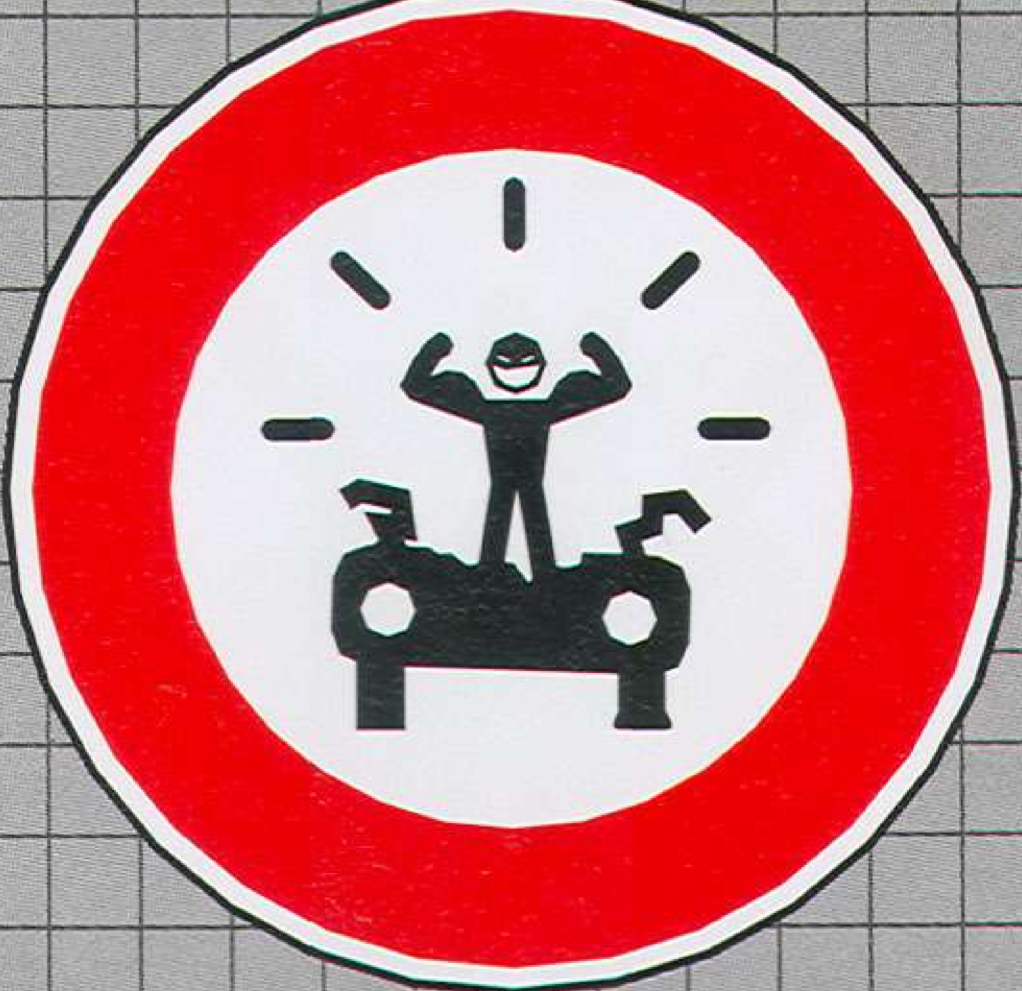

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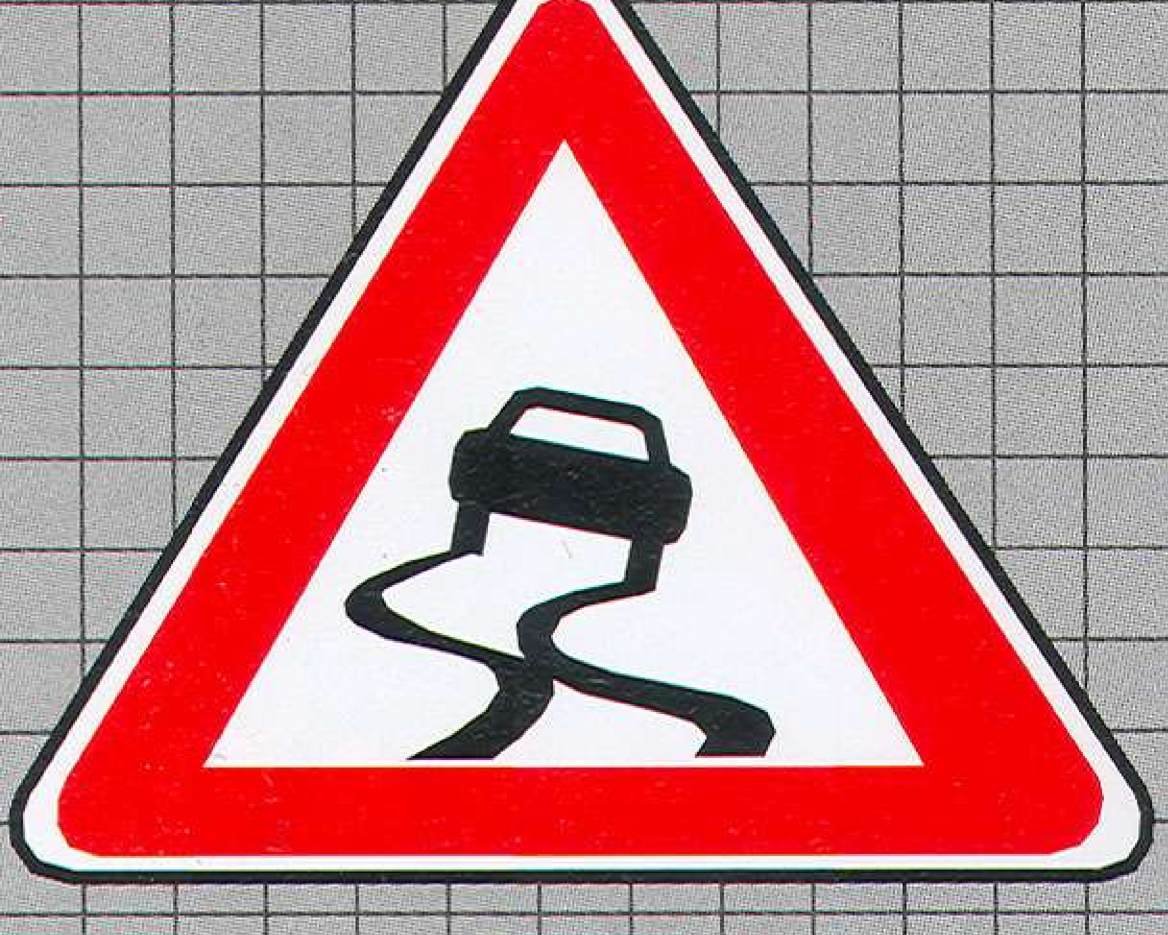

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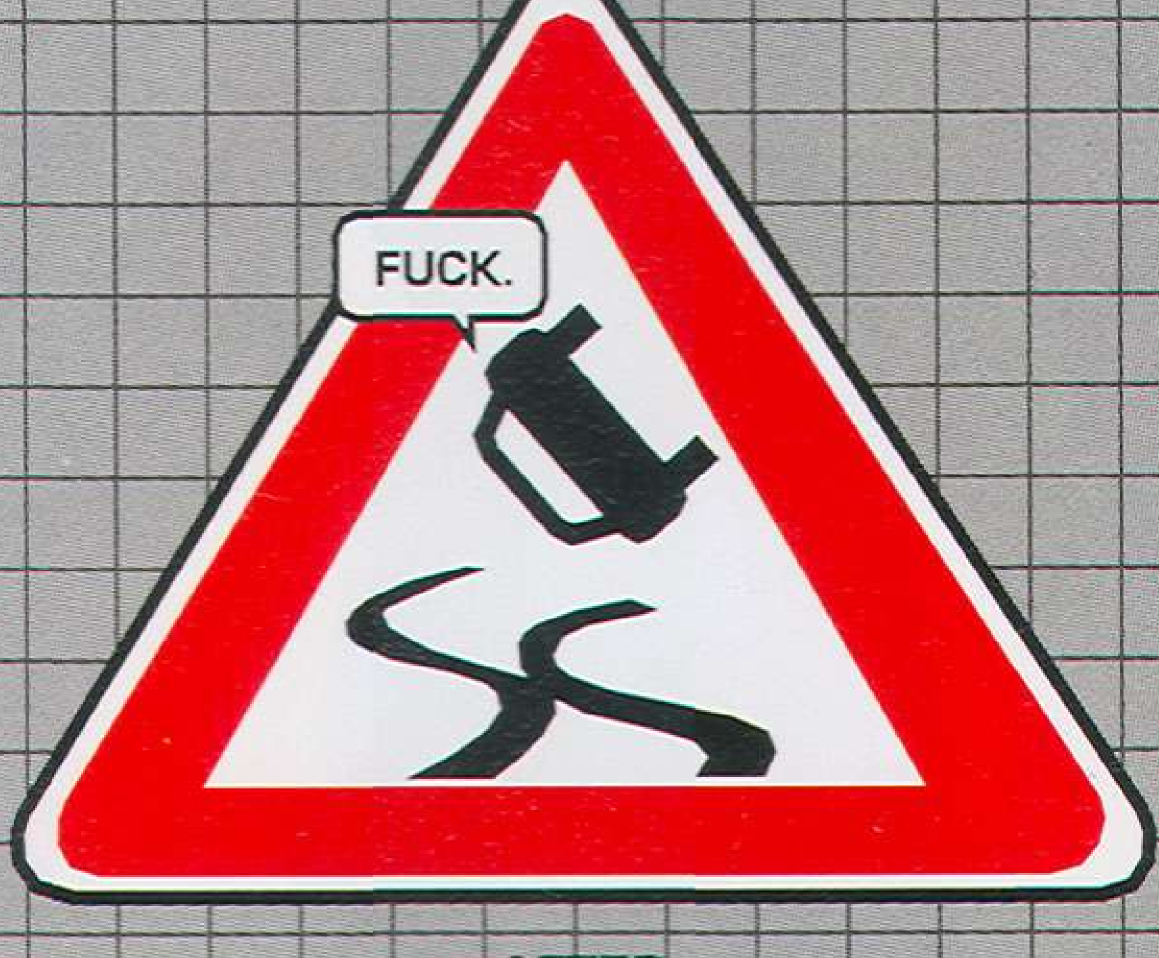

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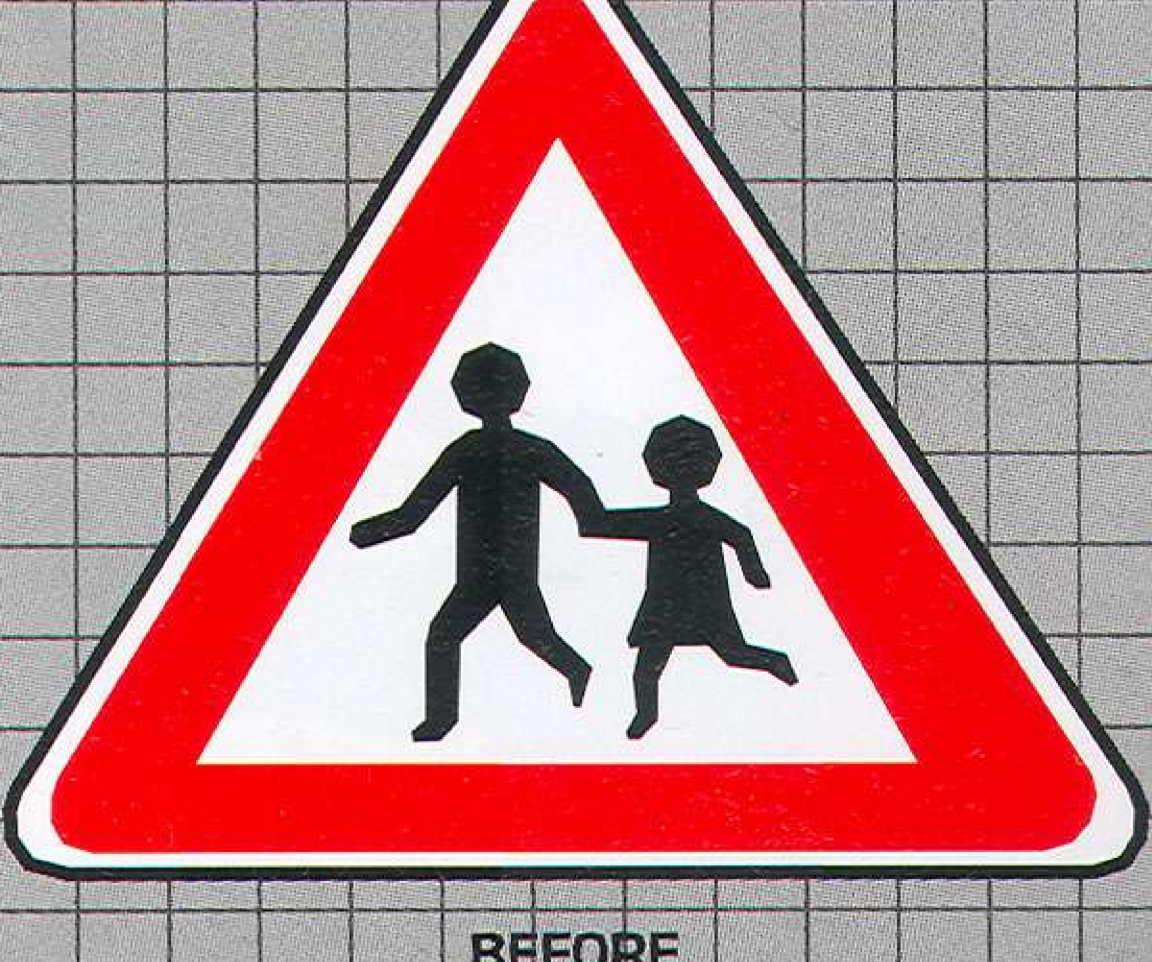

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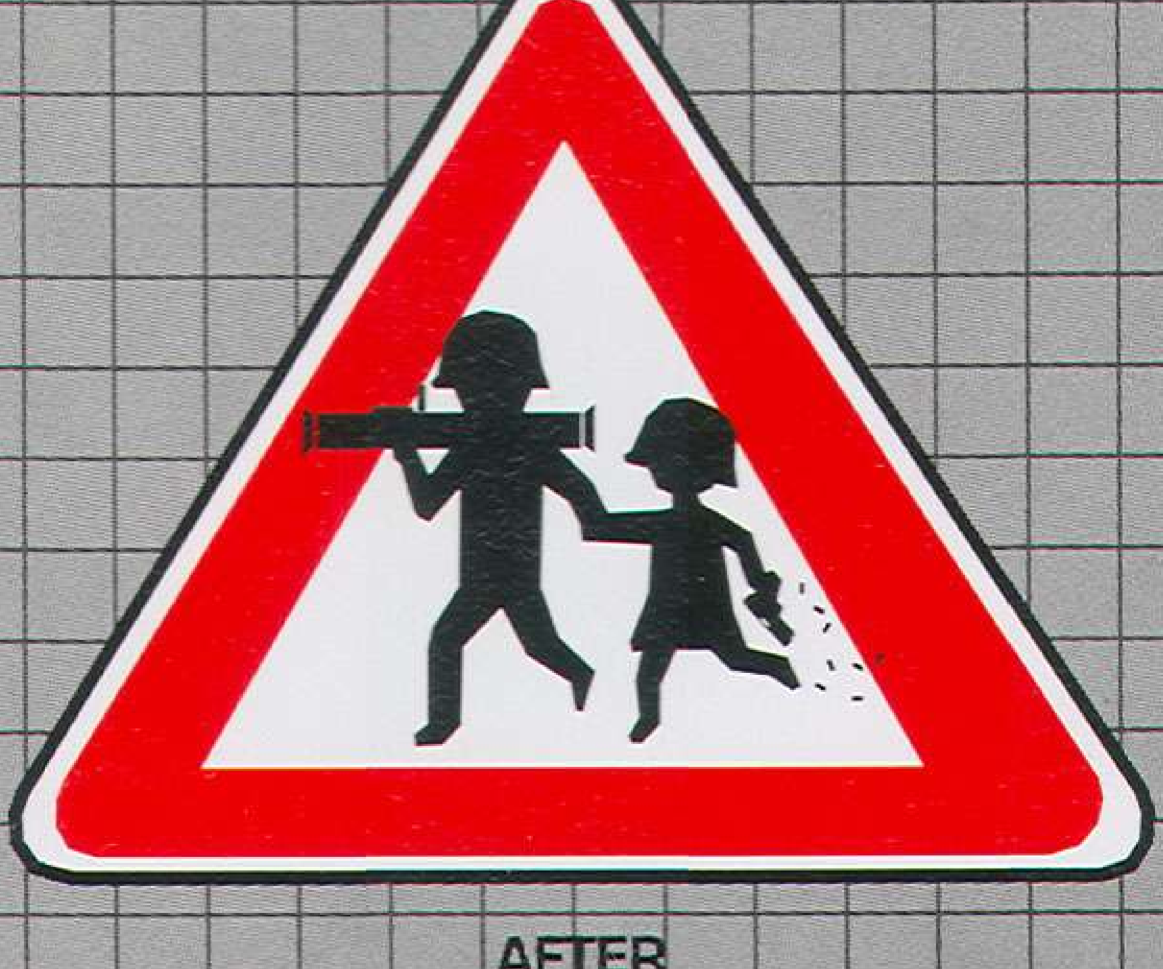

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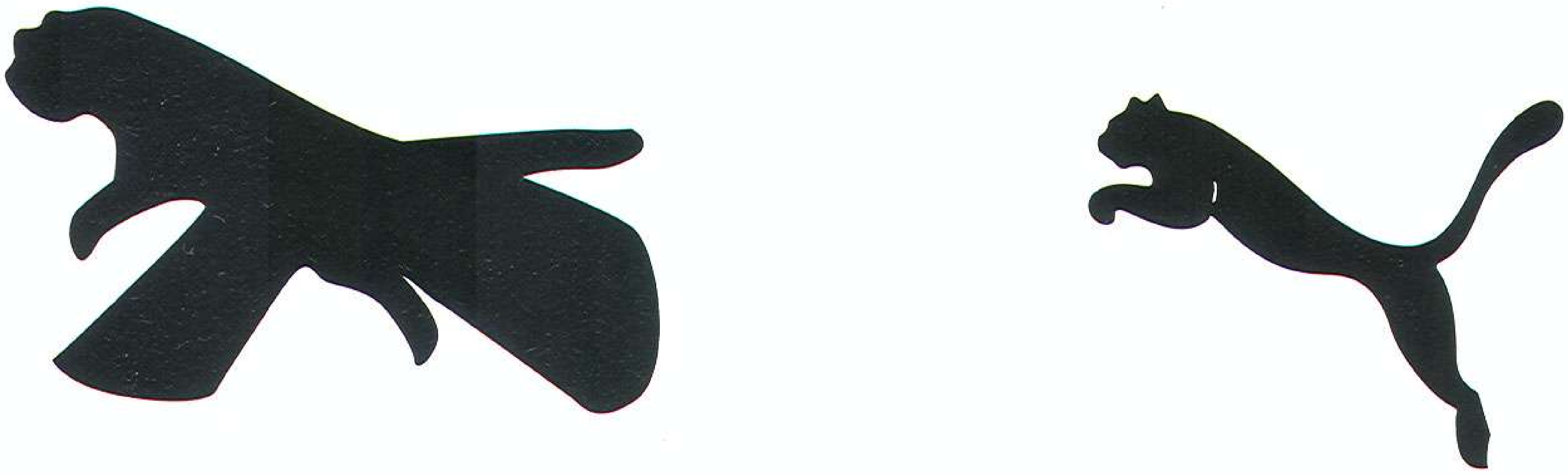
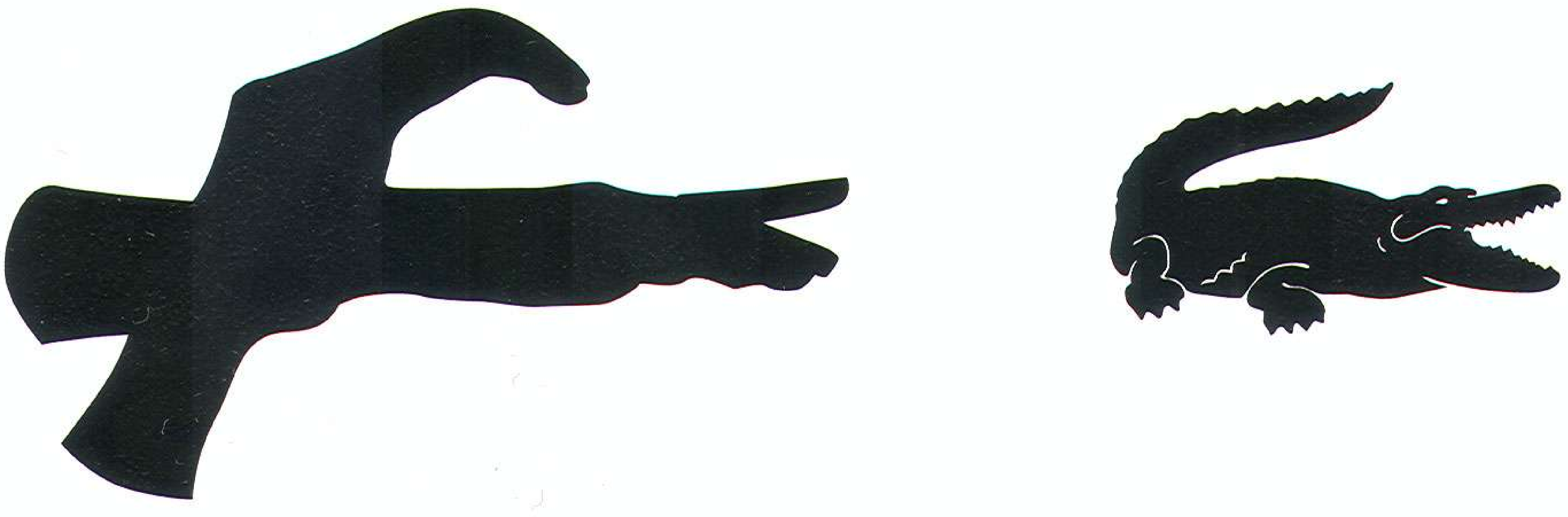


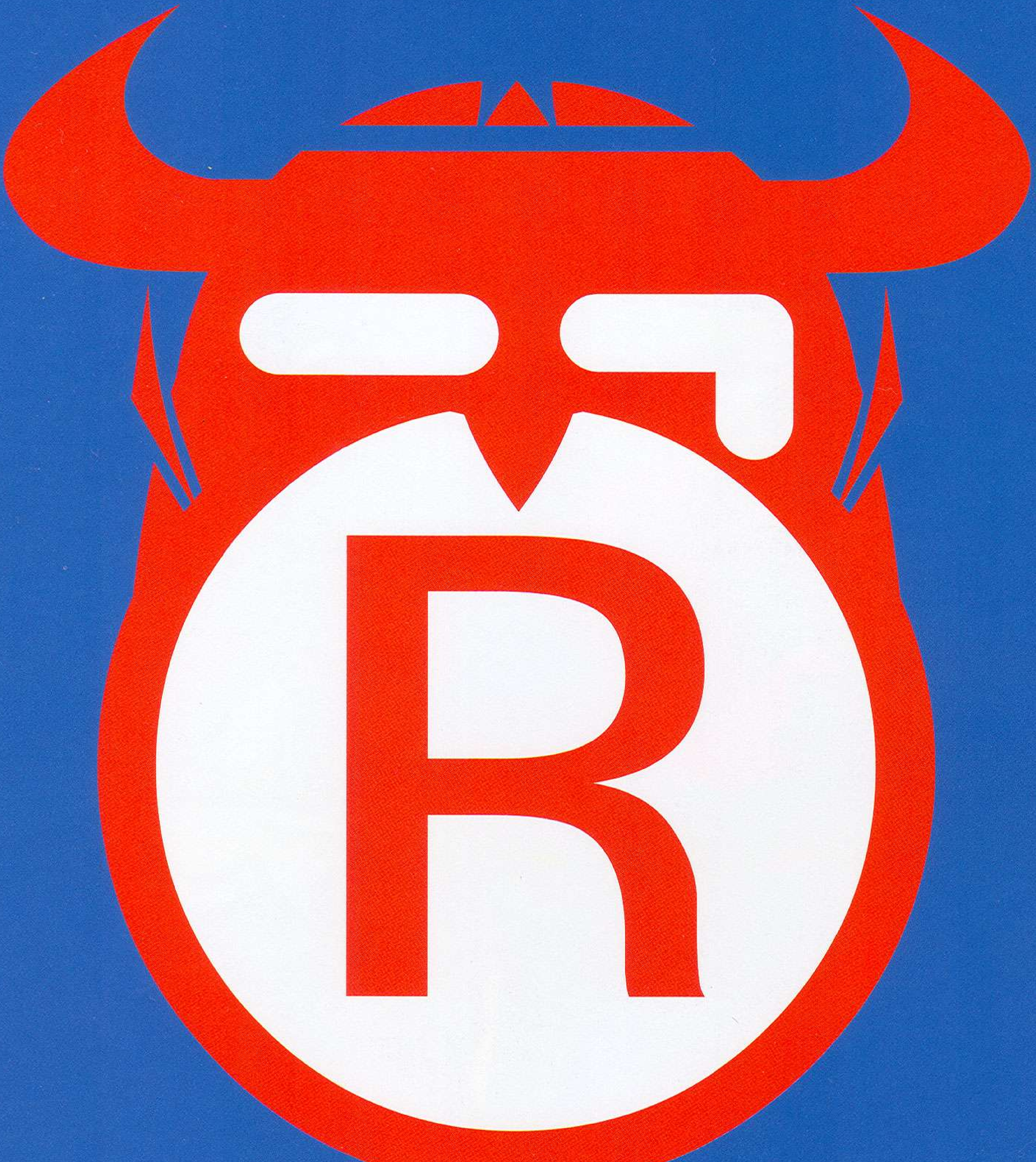


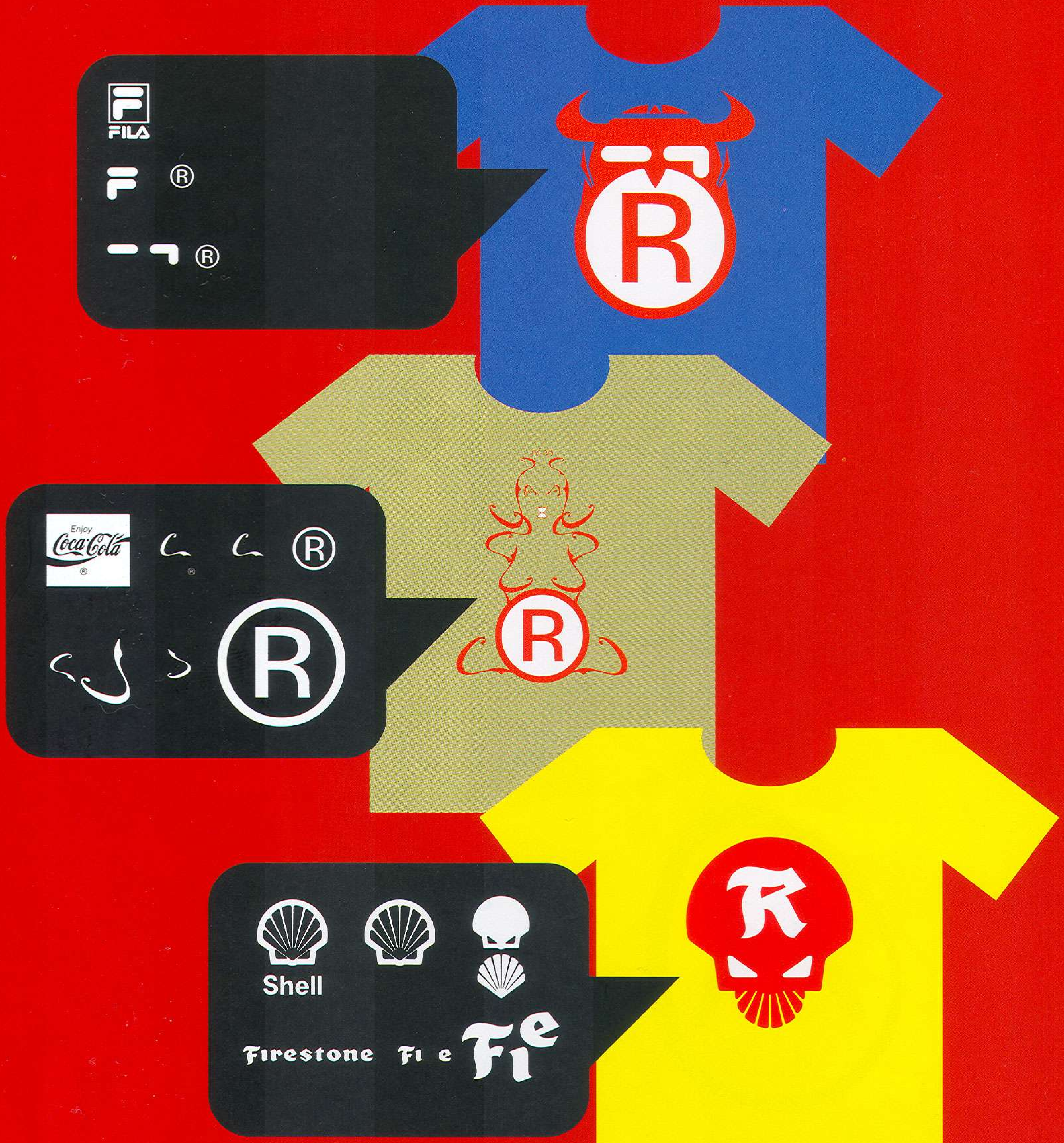
DESIGNED BY HAPPYPETS

DESIGNED BY HAPPYPETS

DESIGNED BY HAPPYPETS

DESIGNED BY HAPPYPETS




FILA
®
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Enjoy
Coca-Cola
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Shell
Firestone
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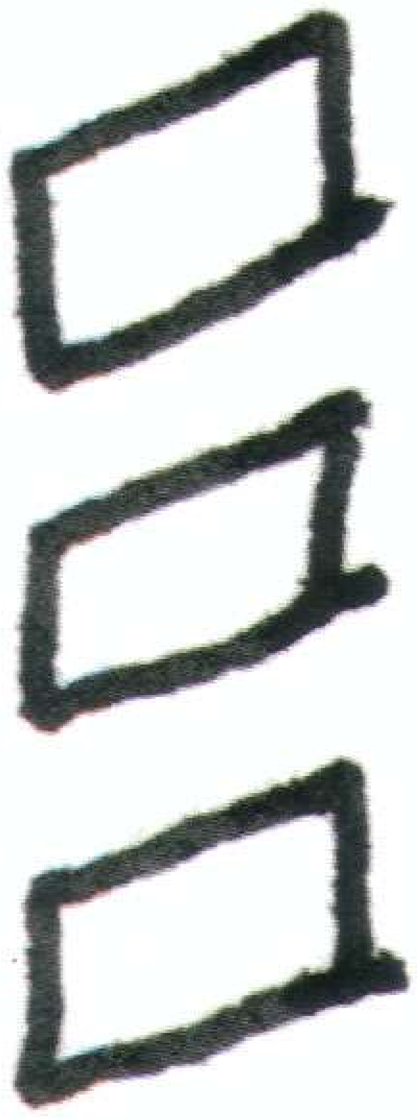
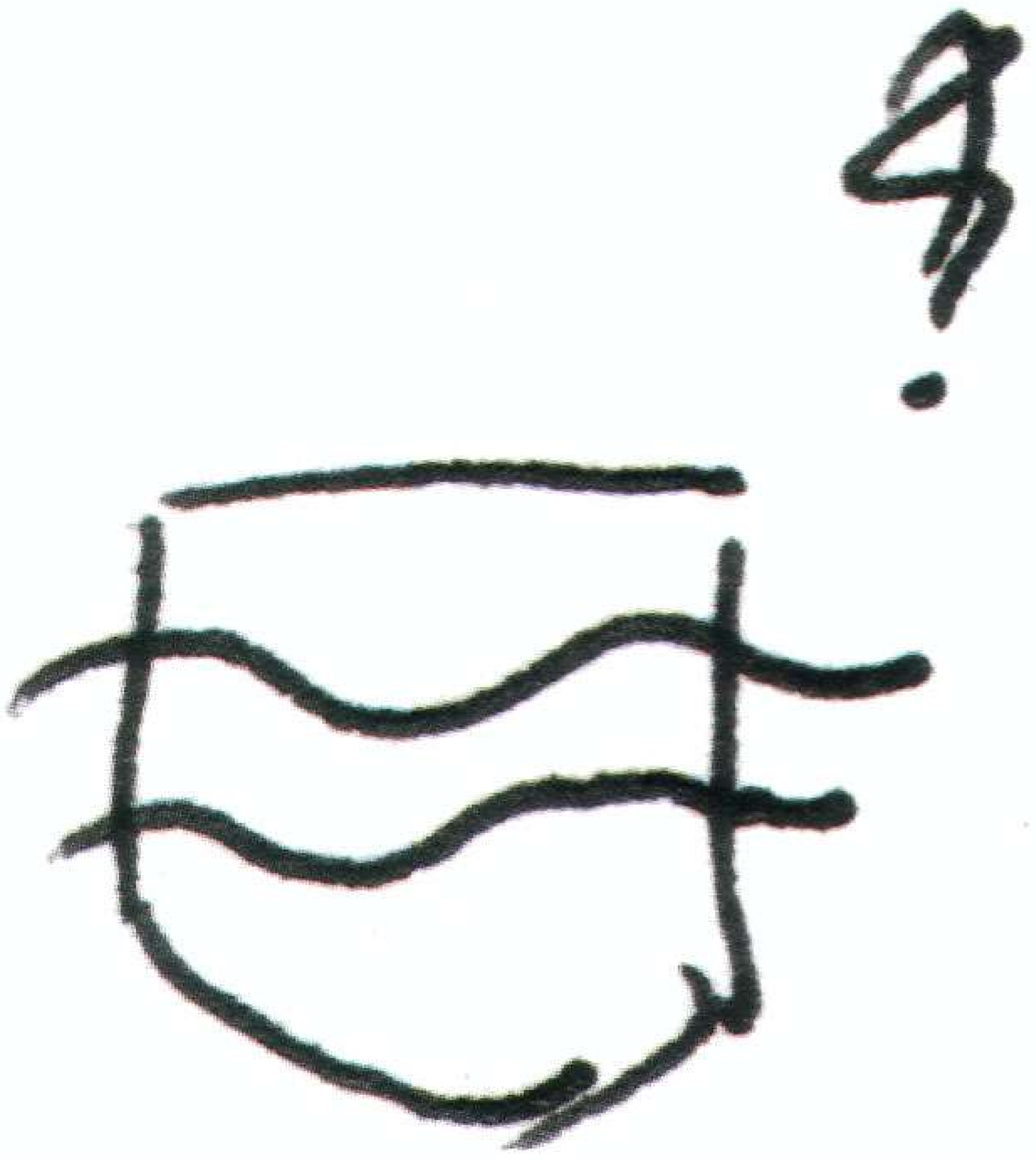
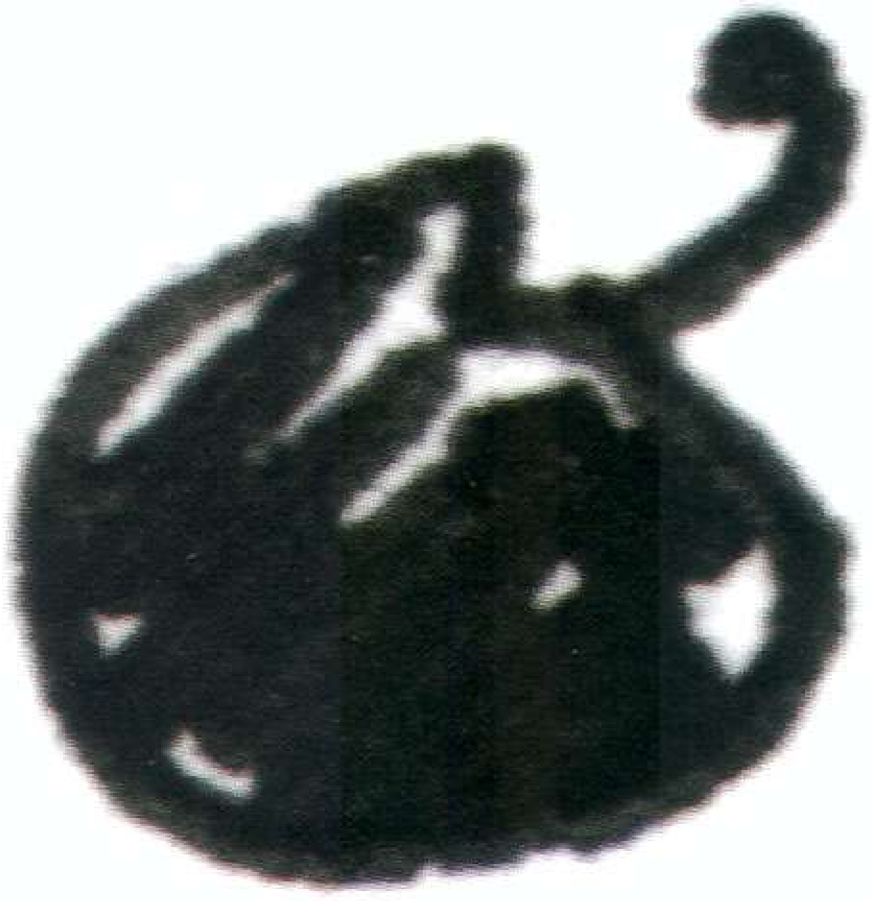
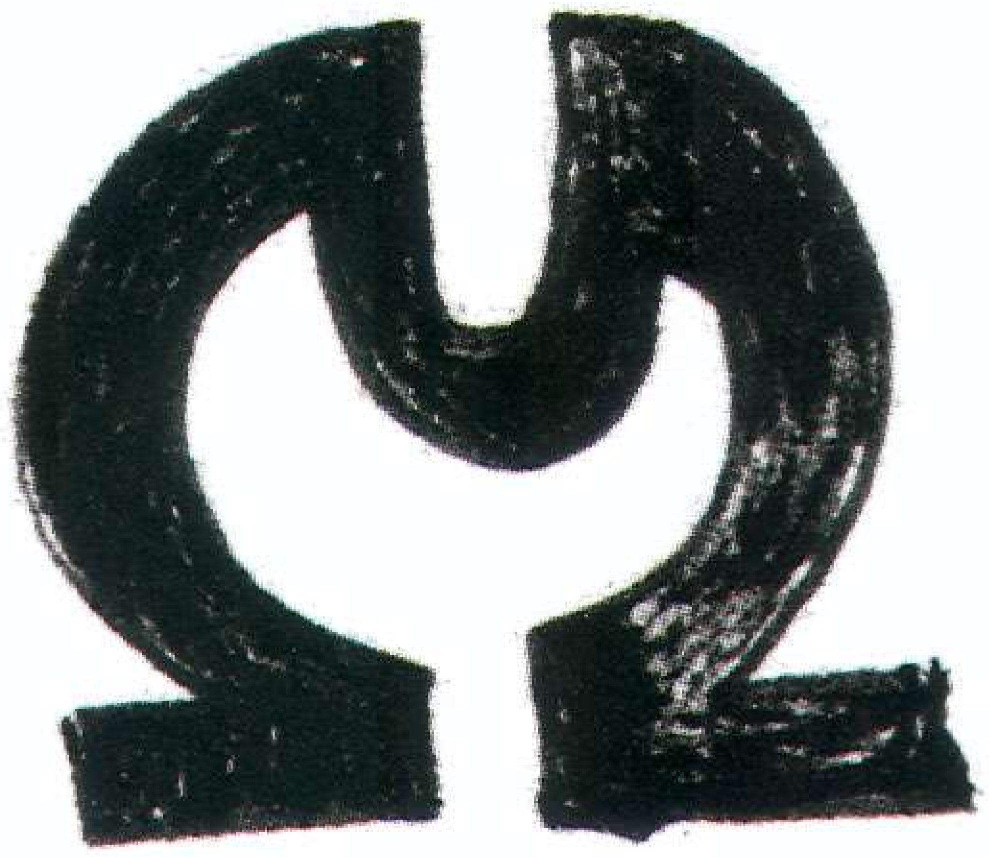
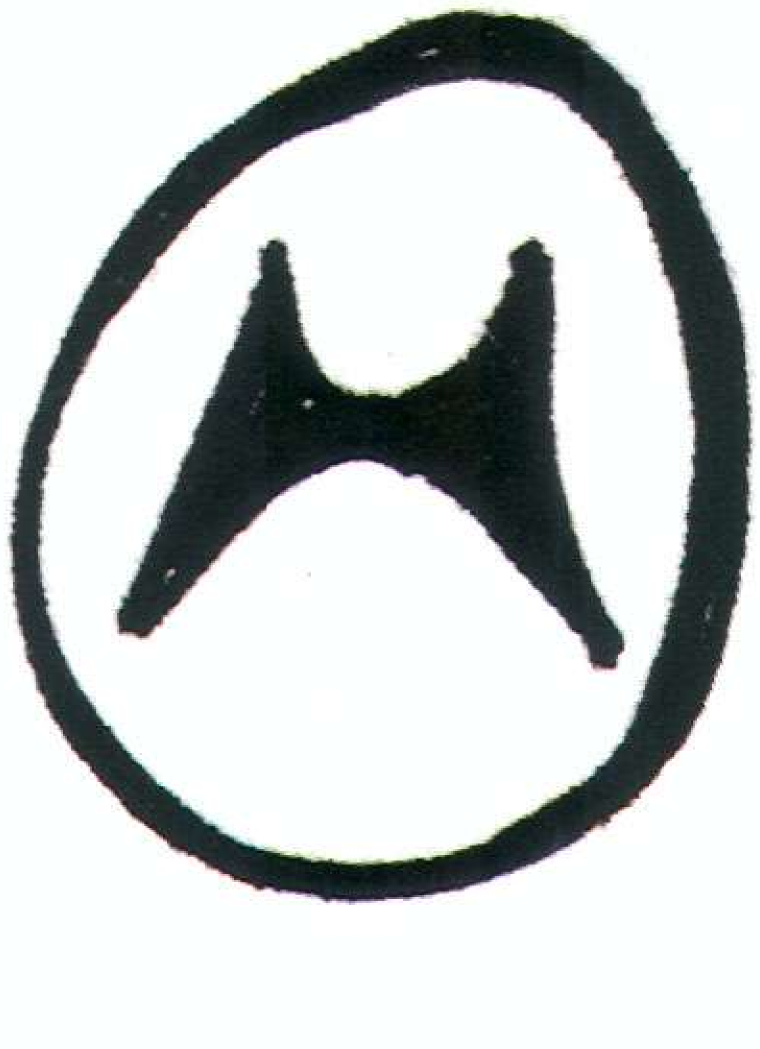
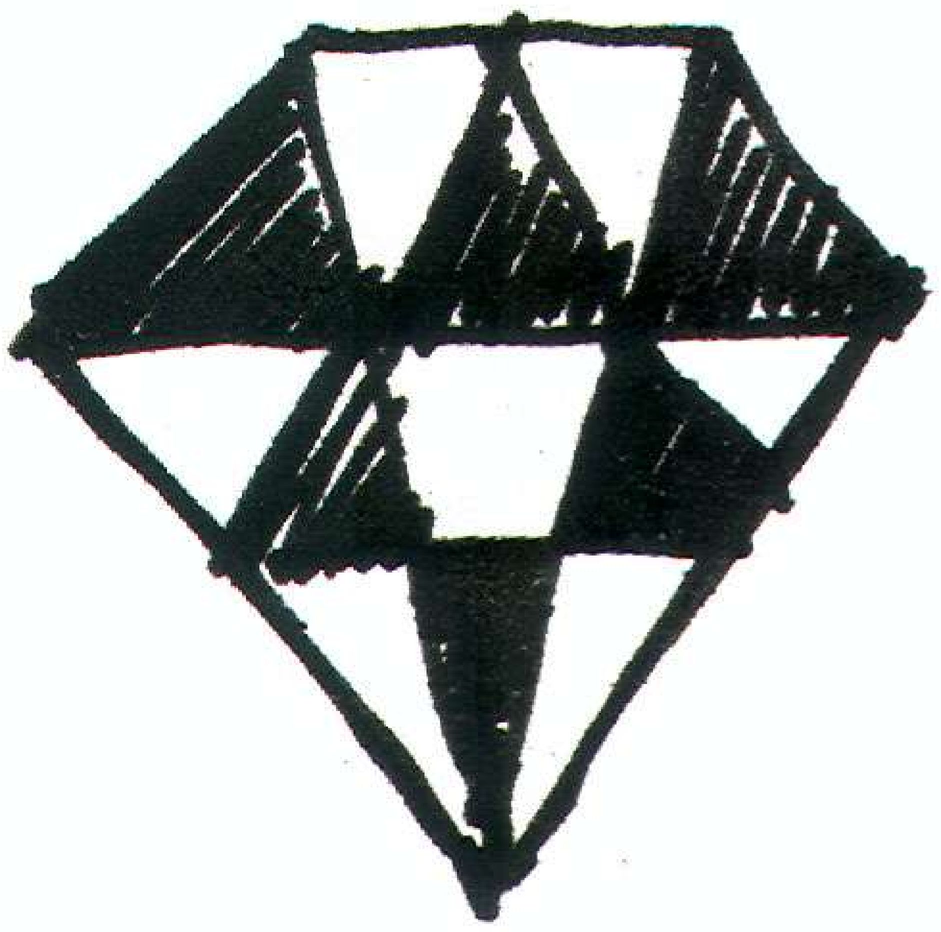










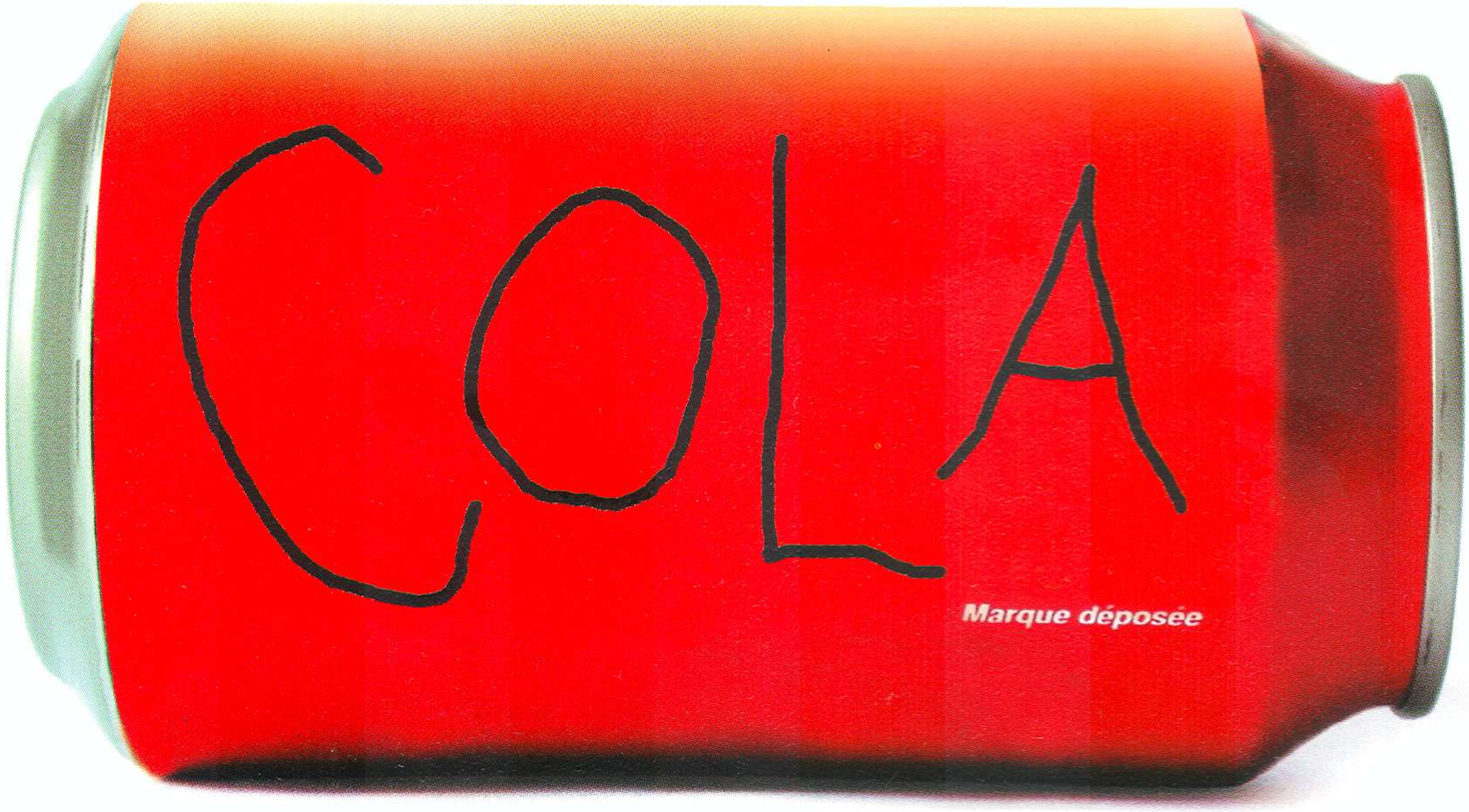


DESIGNED BY HAPPYPETS

←NT←RANC← TOIL←T GAT←
TICK←T HOT←L ←L←VATOR
ACC←SS N←XTSTOP: LIN←
CH←CKOUT D←STINATION:
←XIT CH←CKIN TRANSF←R
K←←PL←FT DIR←CTION

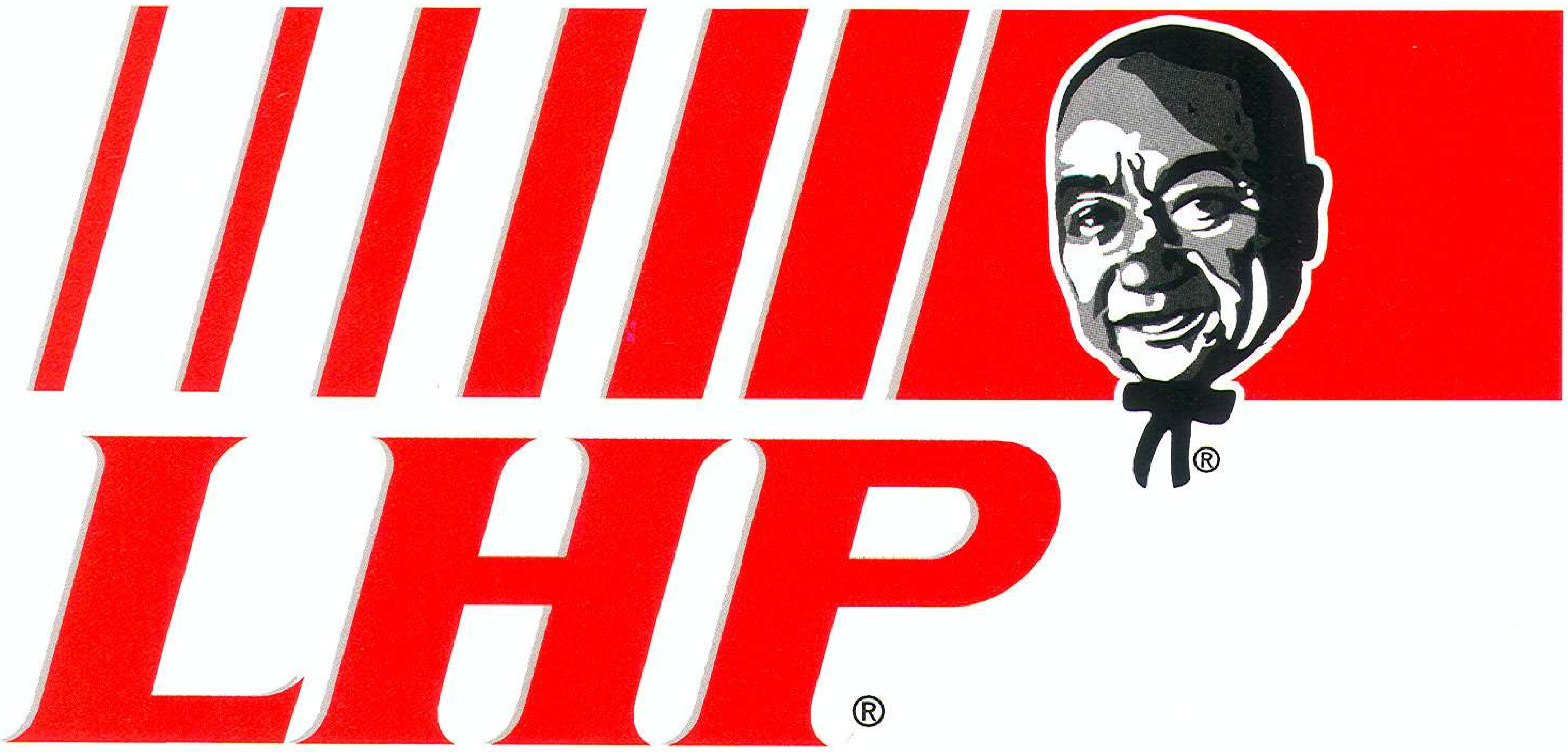
DESIGNED BY POWERGRAPHIX

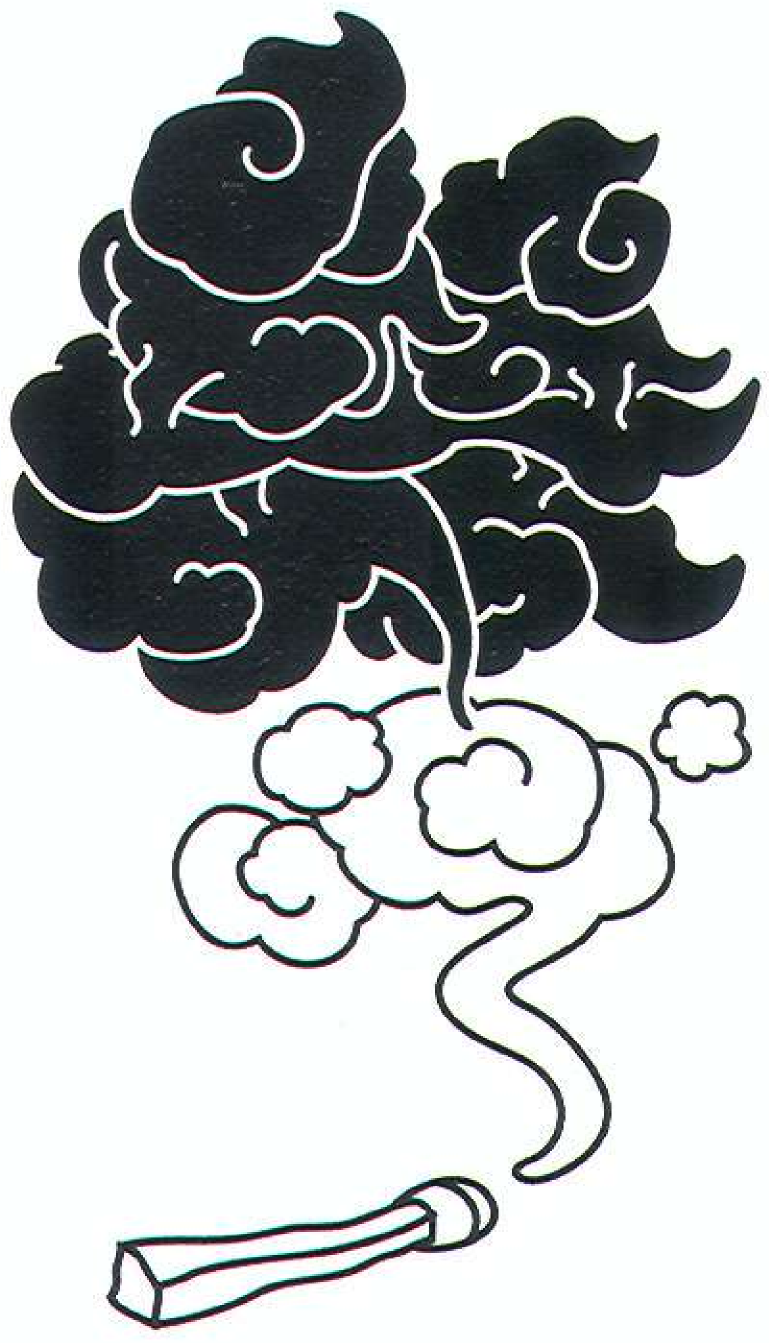
DESIGNED BY POWER GRAPHIX

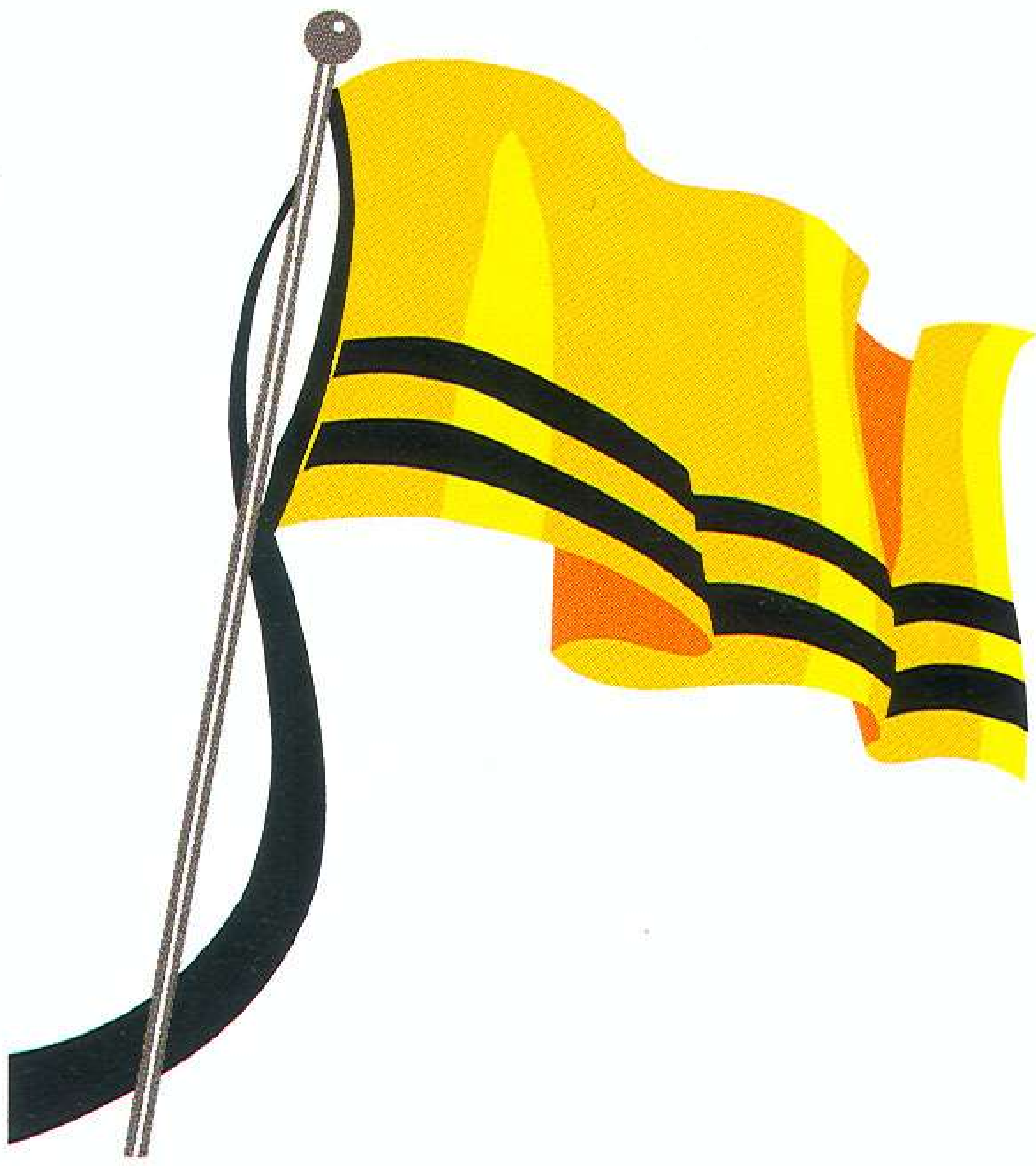

COLA
Marque déposée

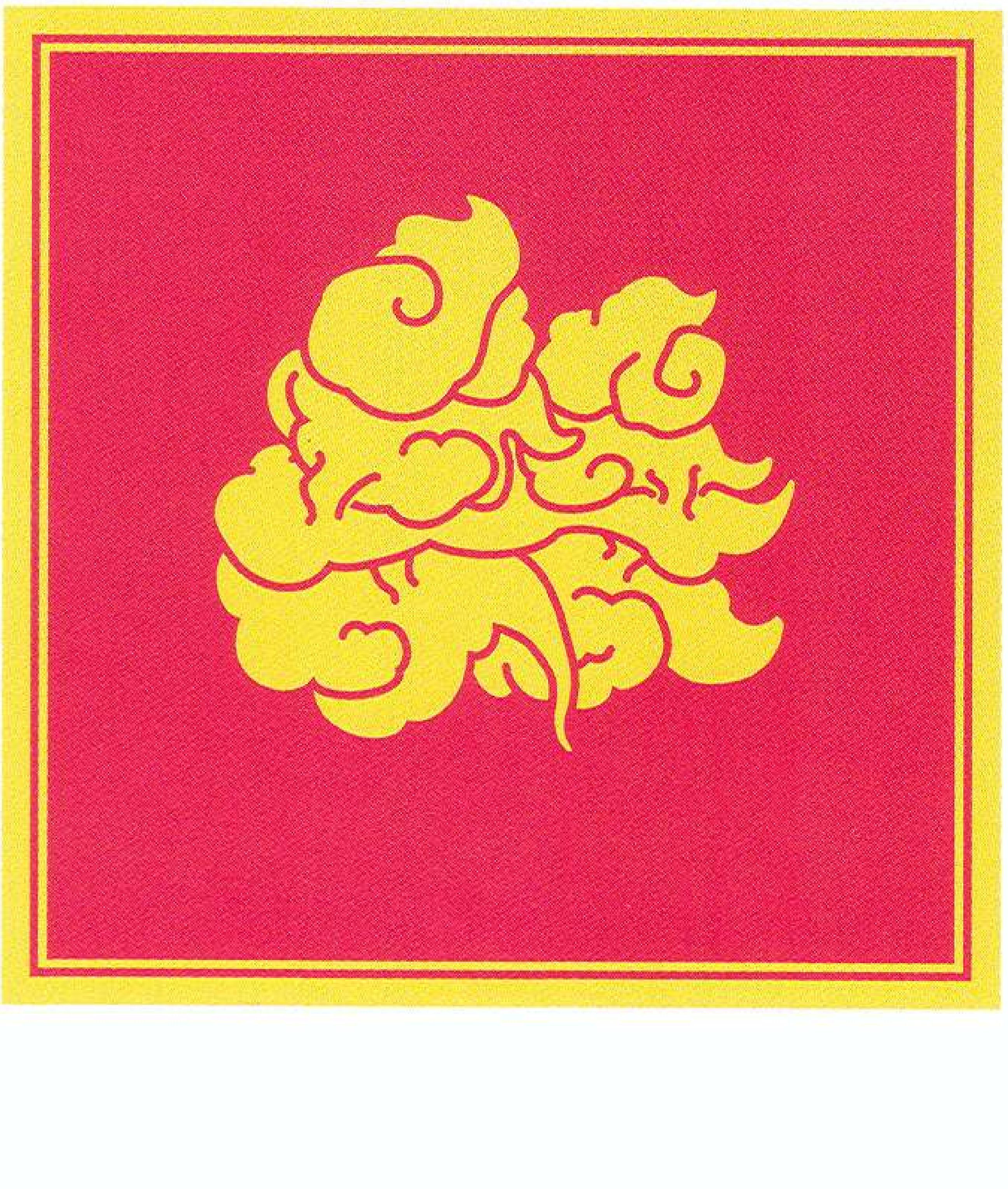
DESIGNED BY DAVID YU

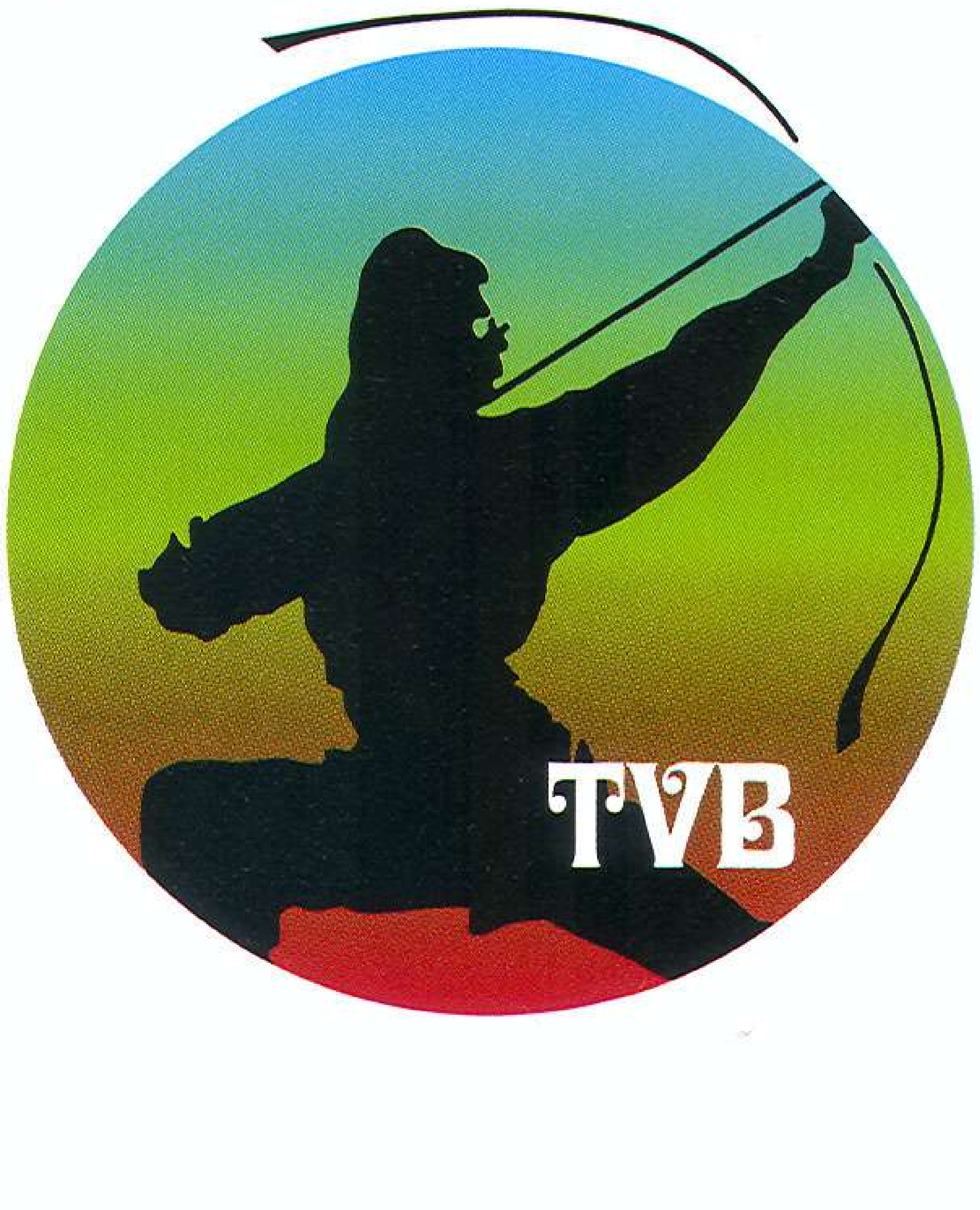
DESIGNED BY DAVID YU


LHP®
®





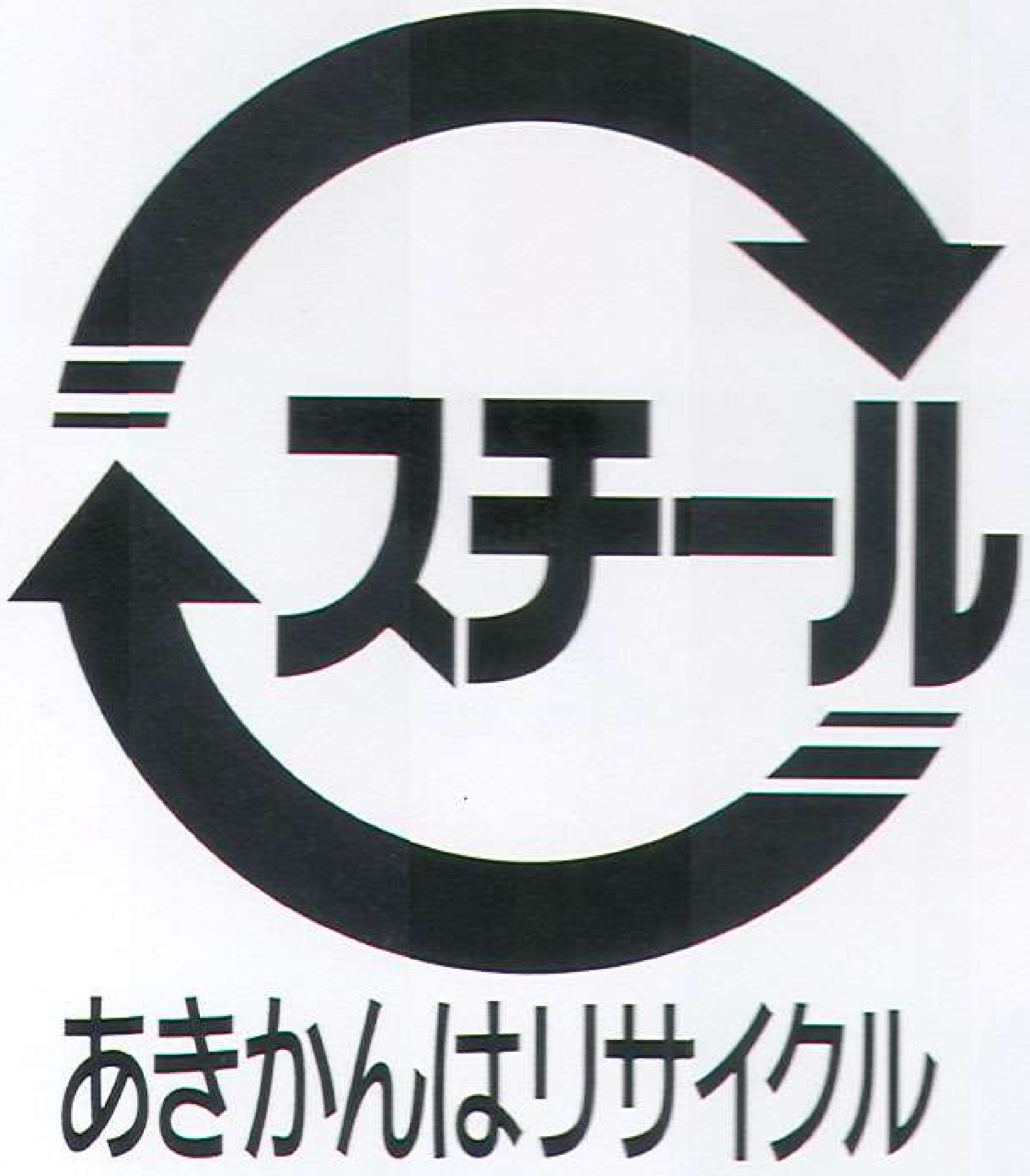



TVB

ALEX

SAGEX

SINCE 1974 MADE IN SWITZERLAND


スチール
あきかんはリサイクル

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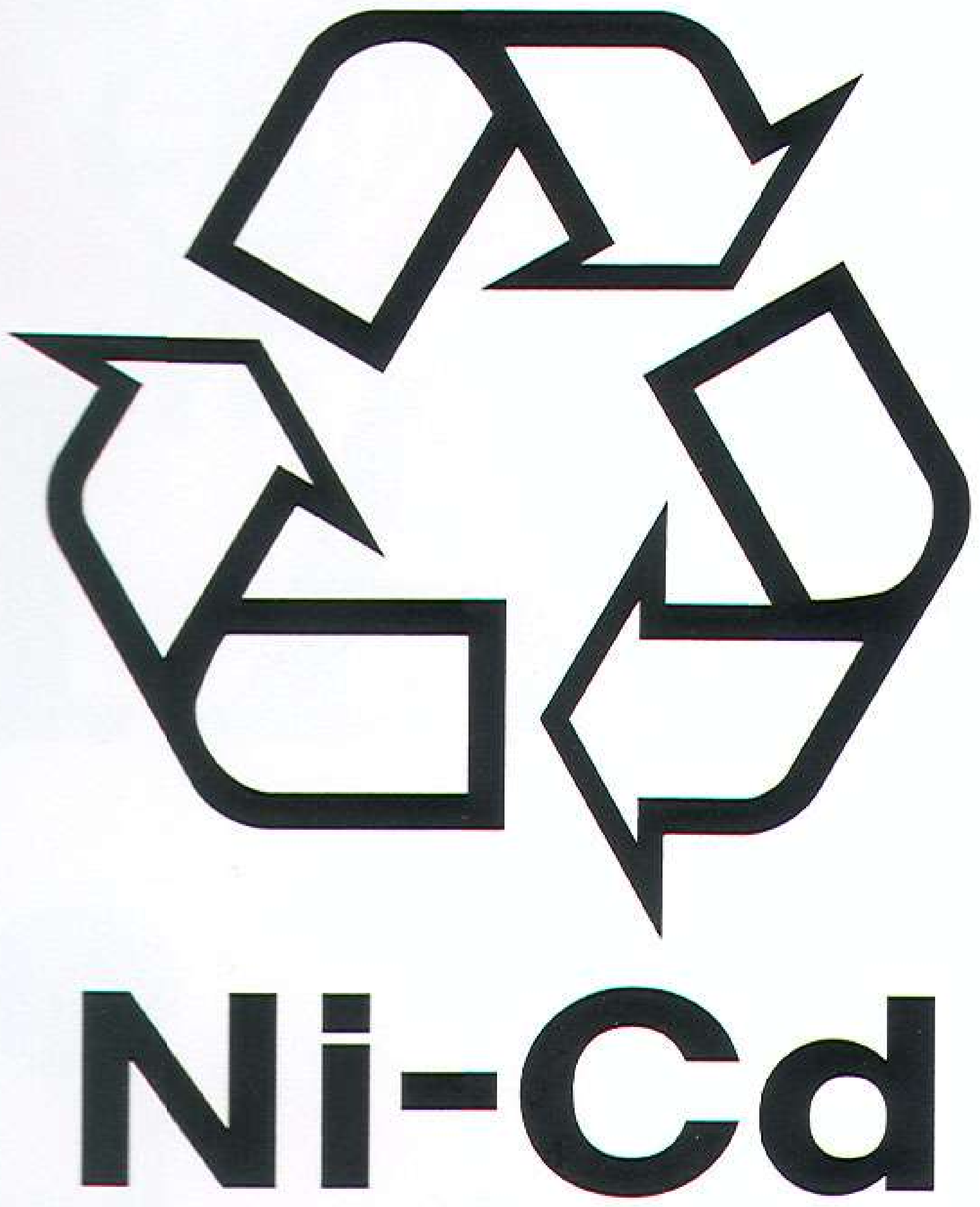

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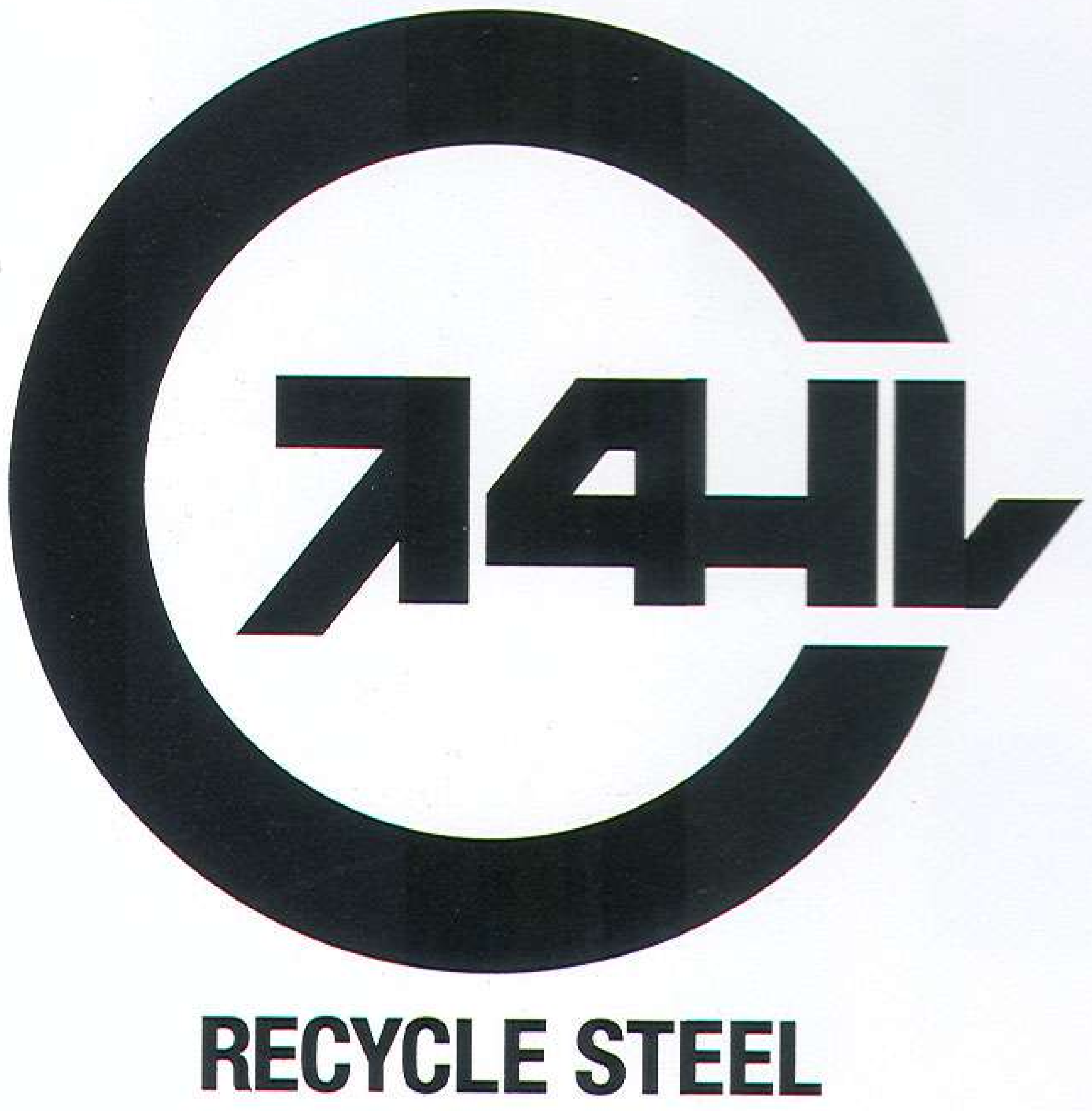
スチール
RECYCLE STEEL

AFTER RE-DESIGN

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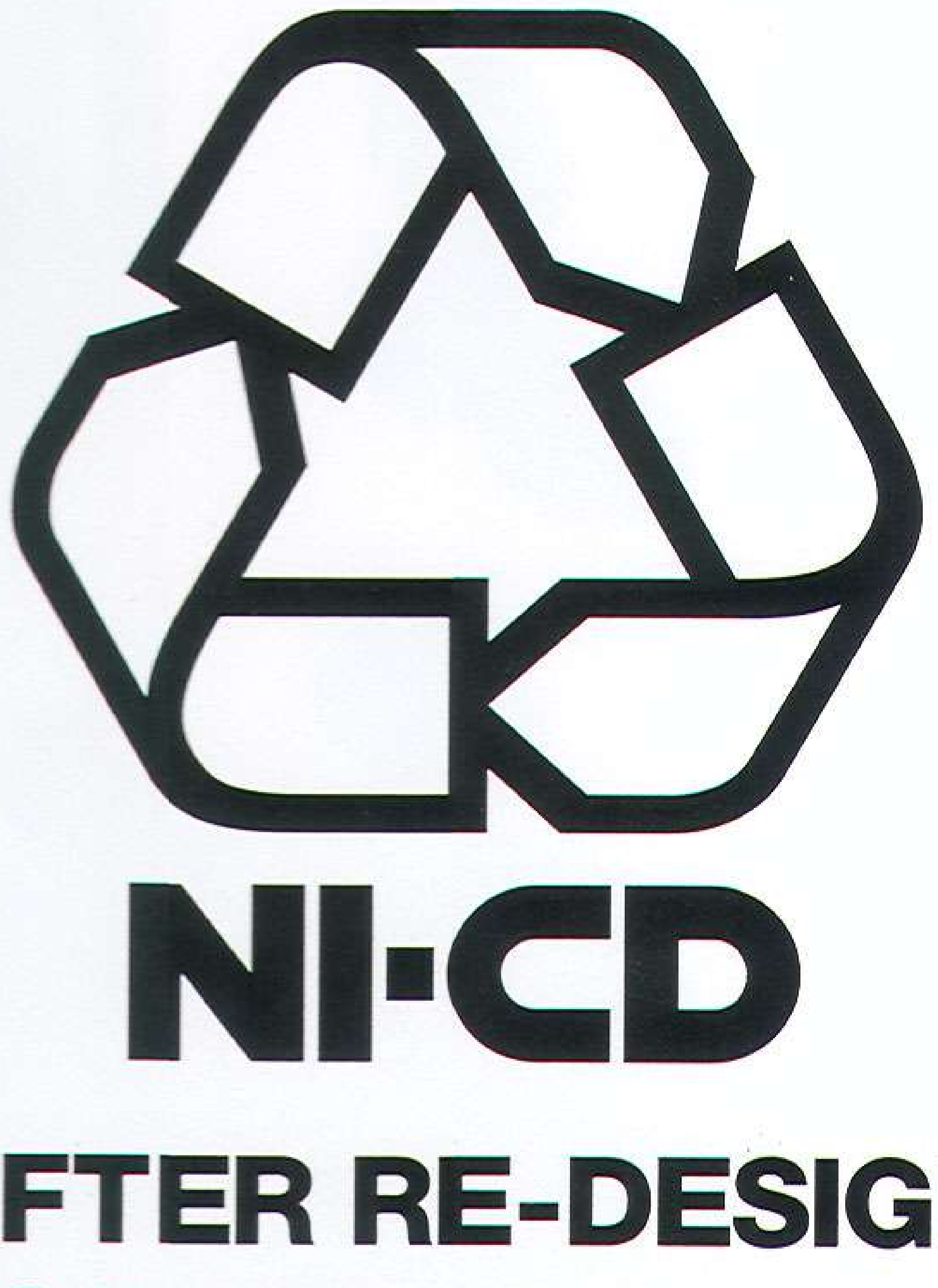

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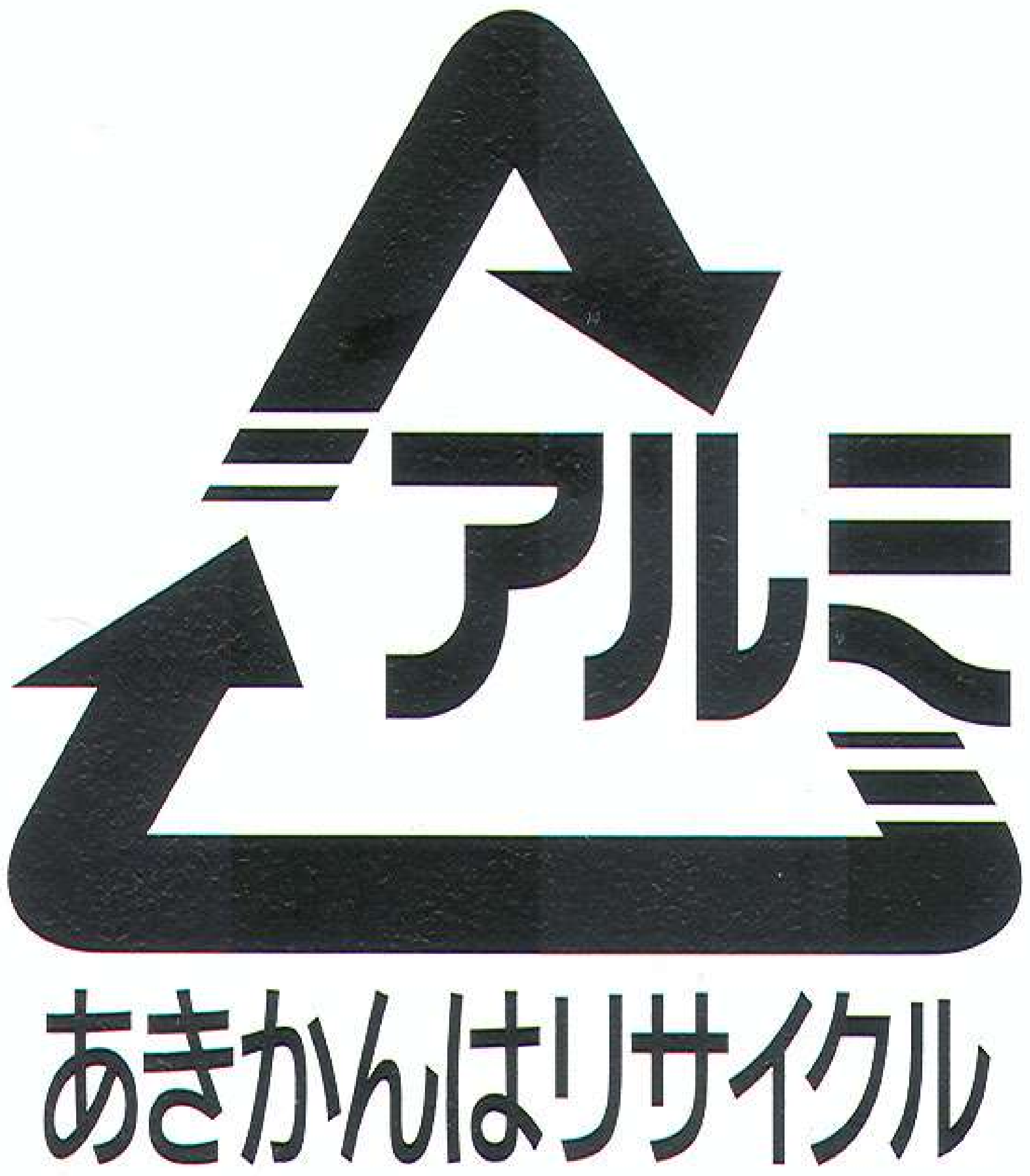
アルミ
あきかんはリサイクル

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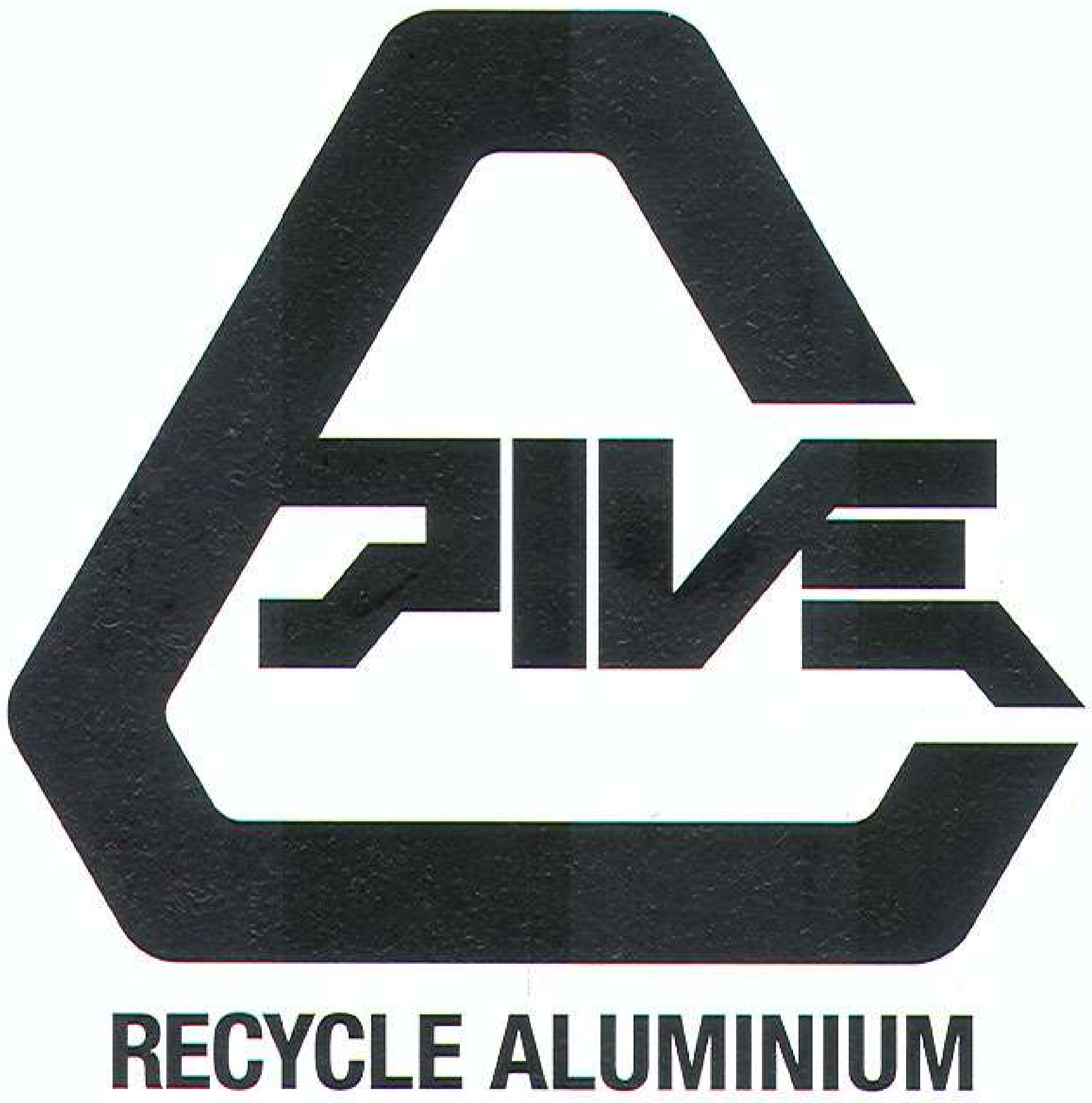
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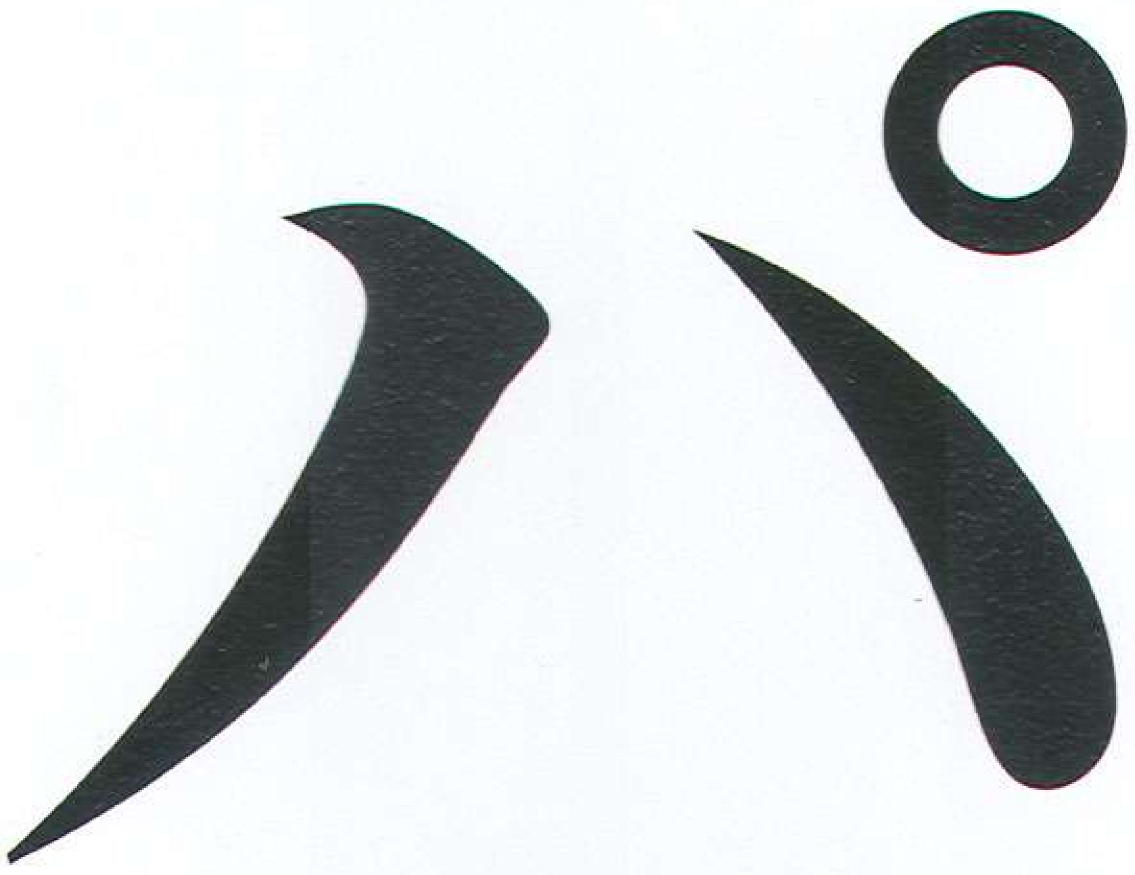

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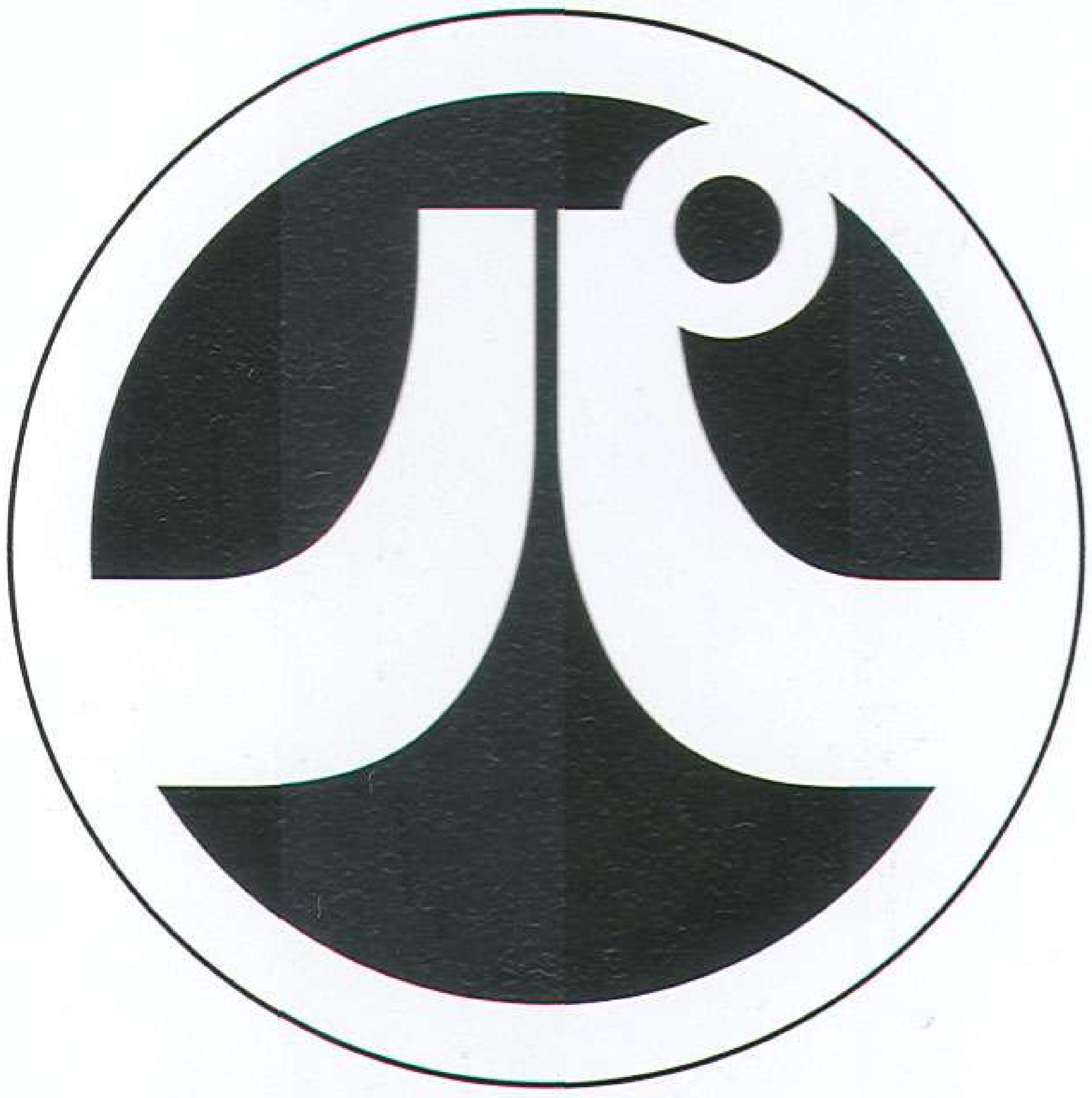

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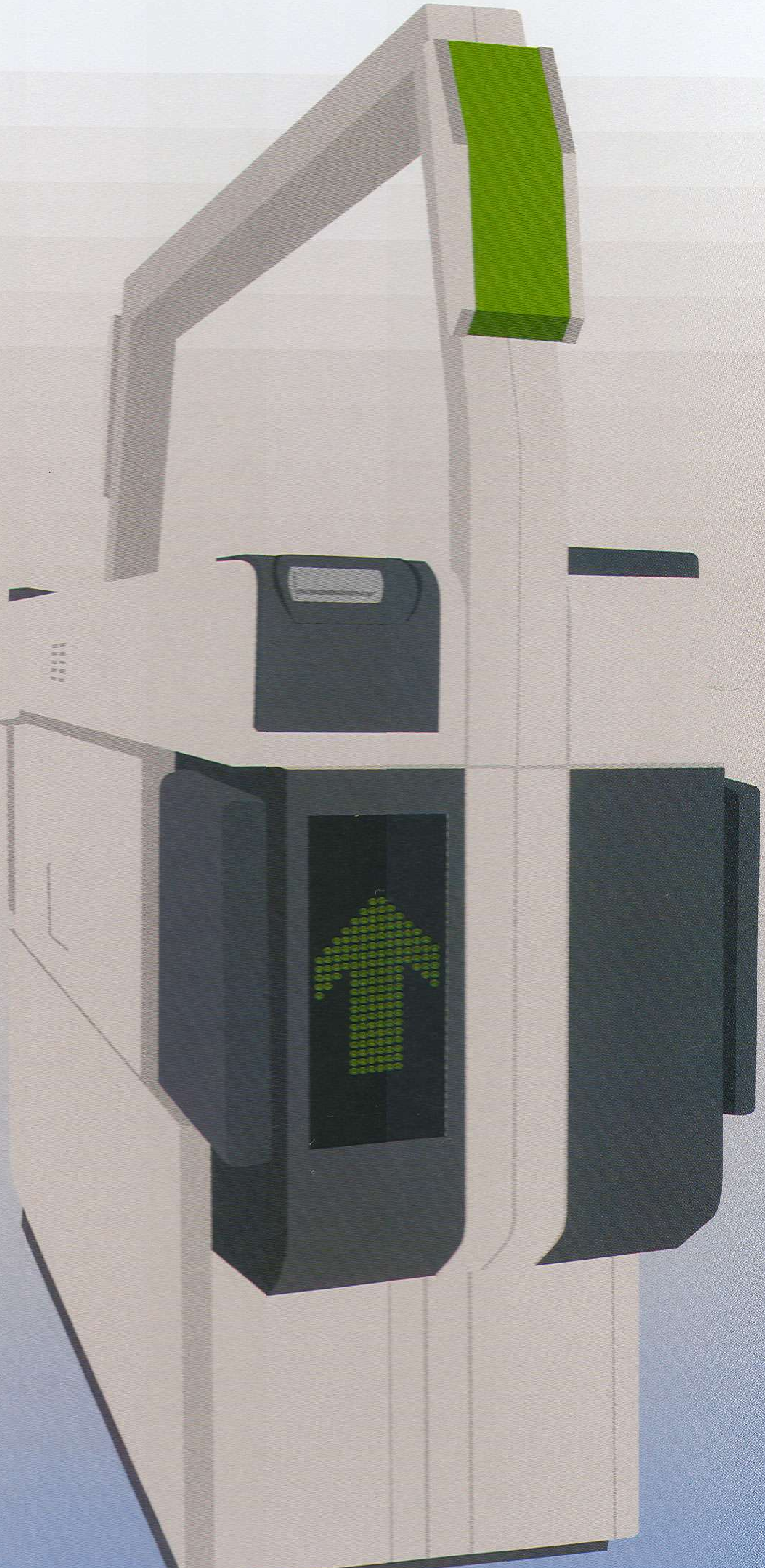
DESIGNED BY JEREMY HOLLISTER

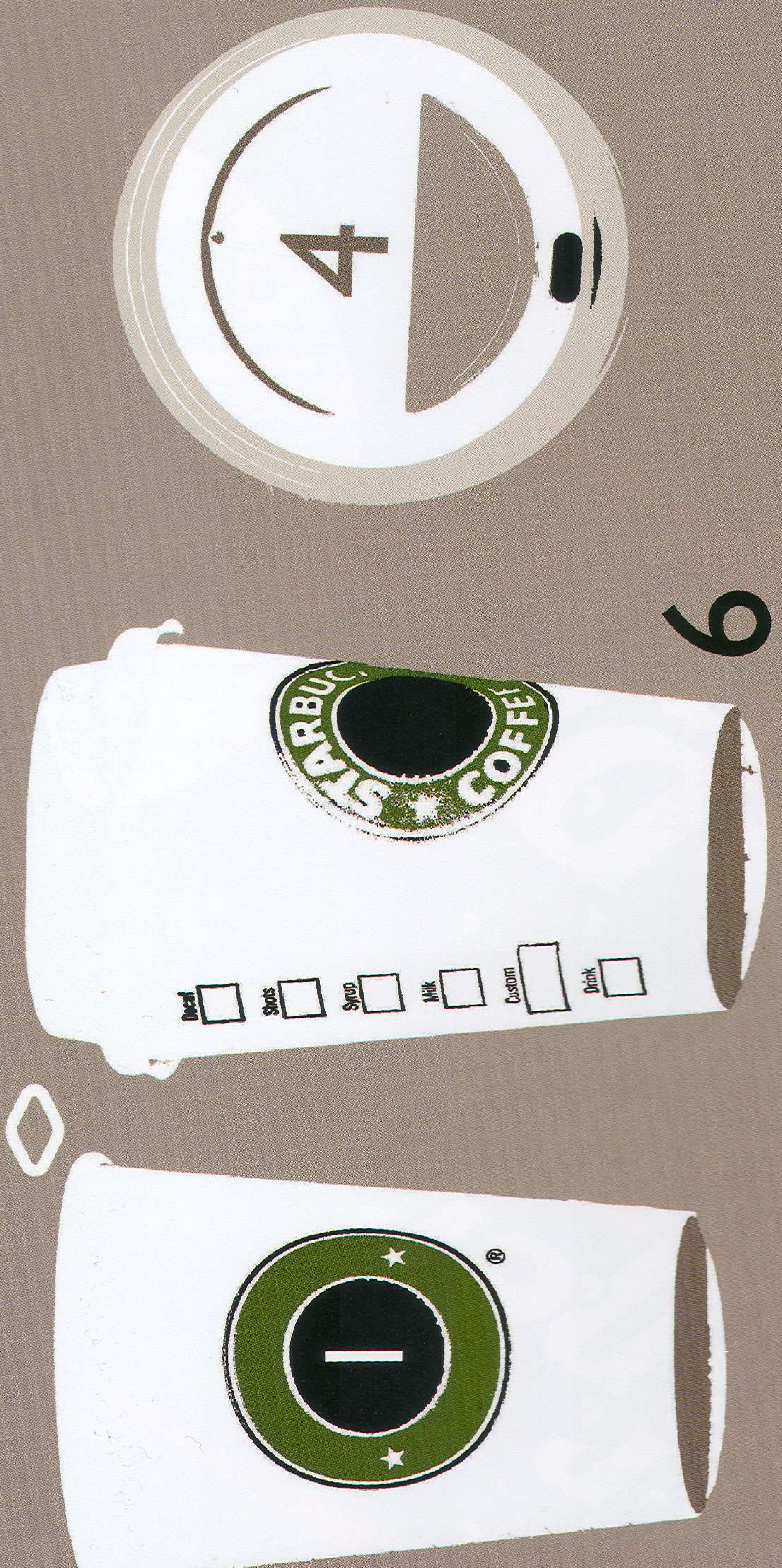
DESIGNED BY JEREMY HOLLISTER

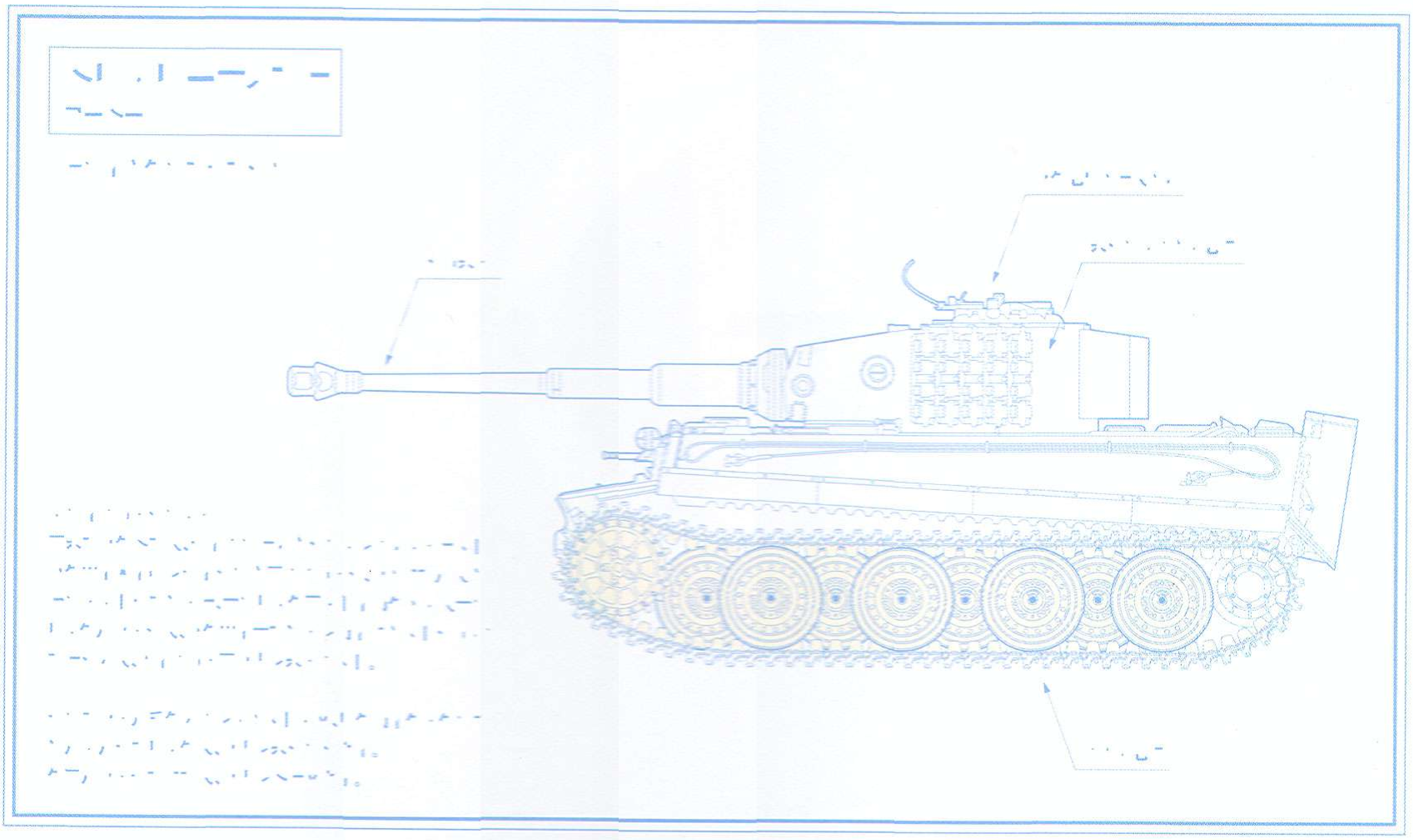


SAPPORO CITY TRANSPORTATION BUREAU

Extra massive thanks goes to everyone who inspired us

JOE MAGEE


4
9
STARBUCKS ★ COFFEE
Decaf ☐
Shots ☐
Syrup ☐
Milk ☐
Custom ☐
Drink ☐



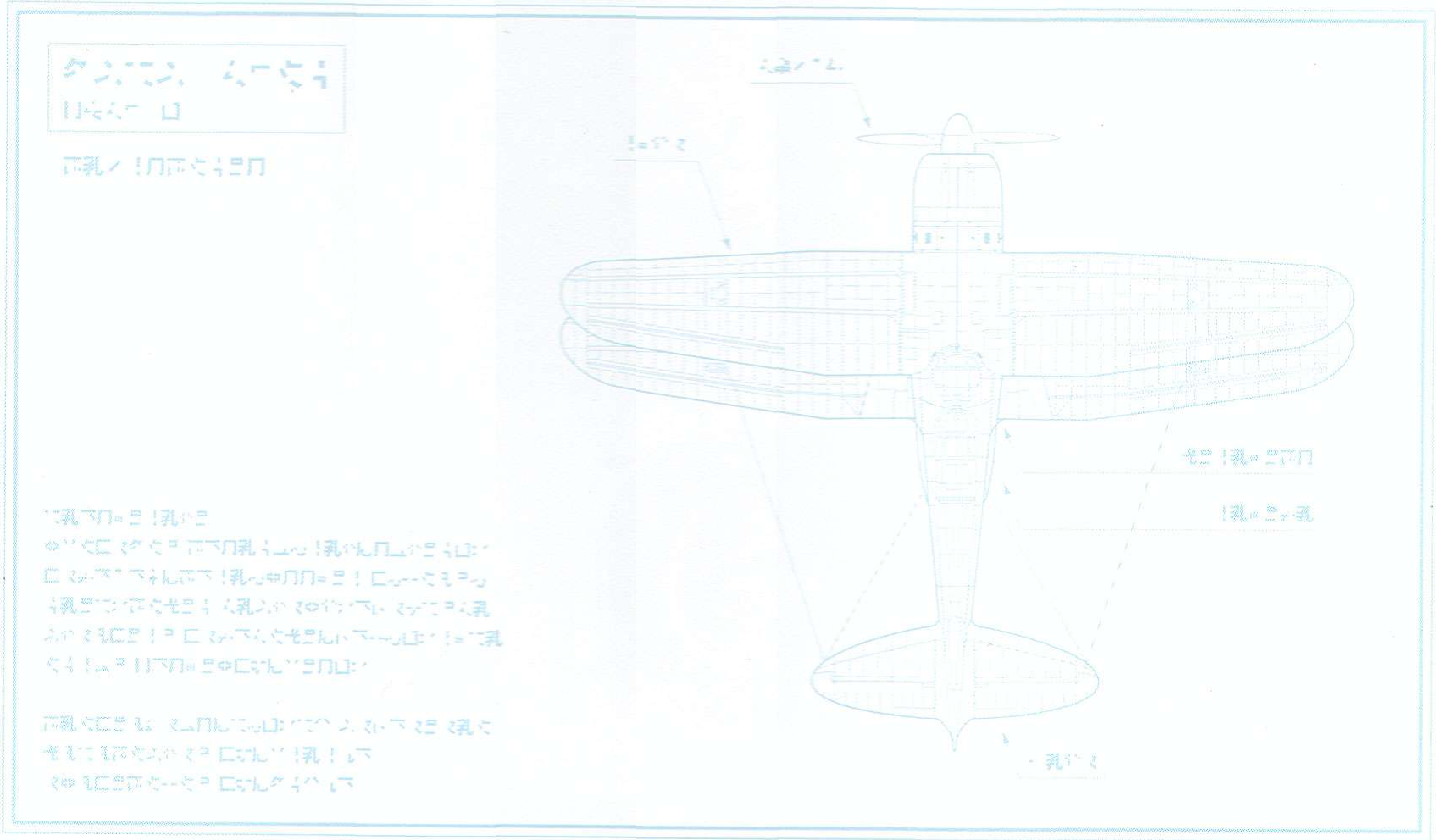
ミリタリーフォント
ミリタリーフォント
ミリタリーフォント

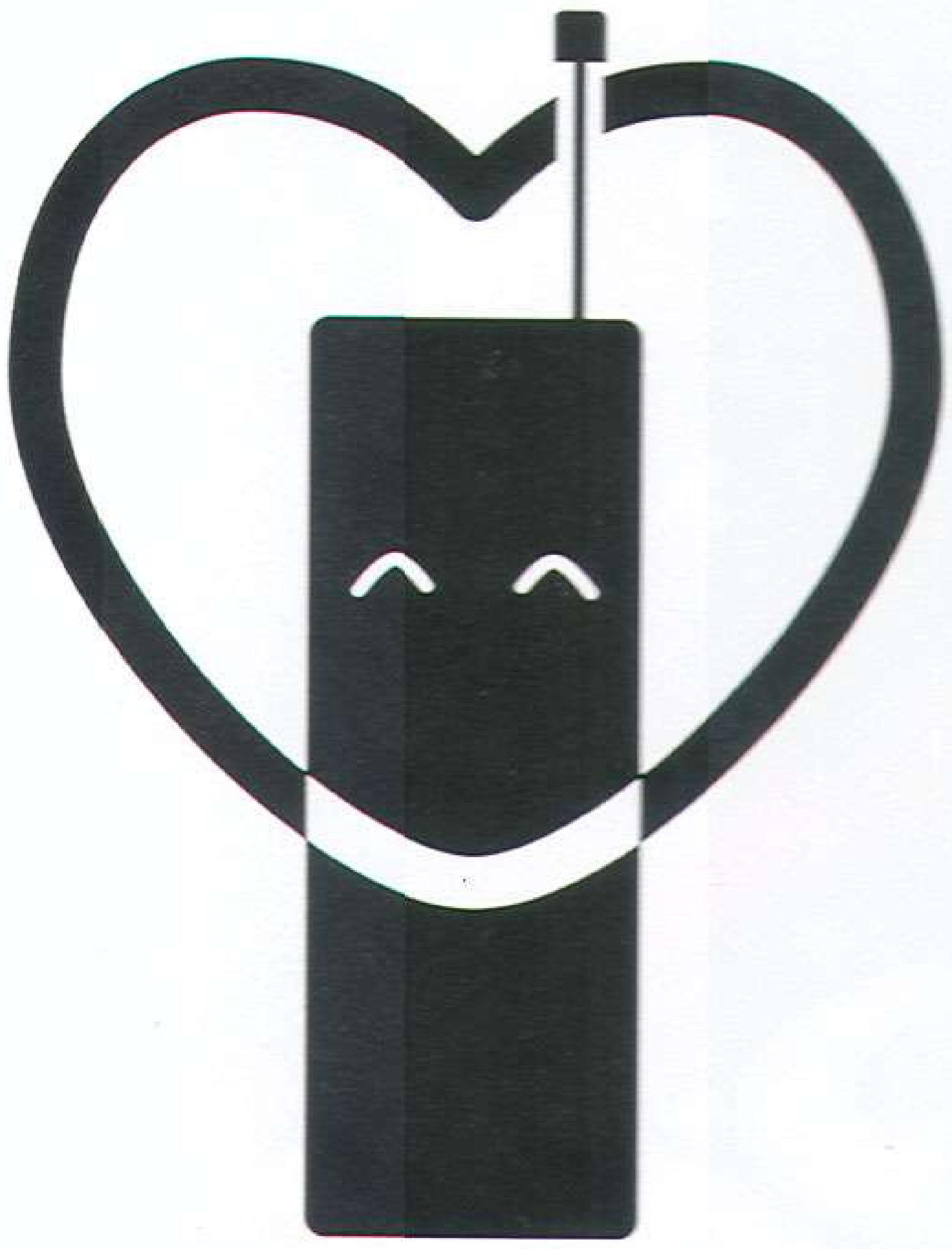
ネイビー
ネイビー
ネイビー
アーミー
アーミー
アーミー
エアフォース
エアフォース
エアフォース

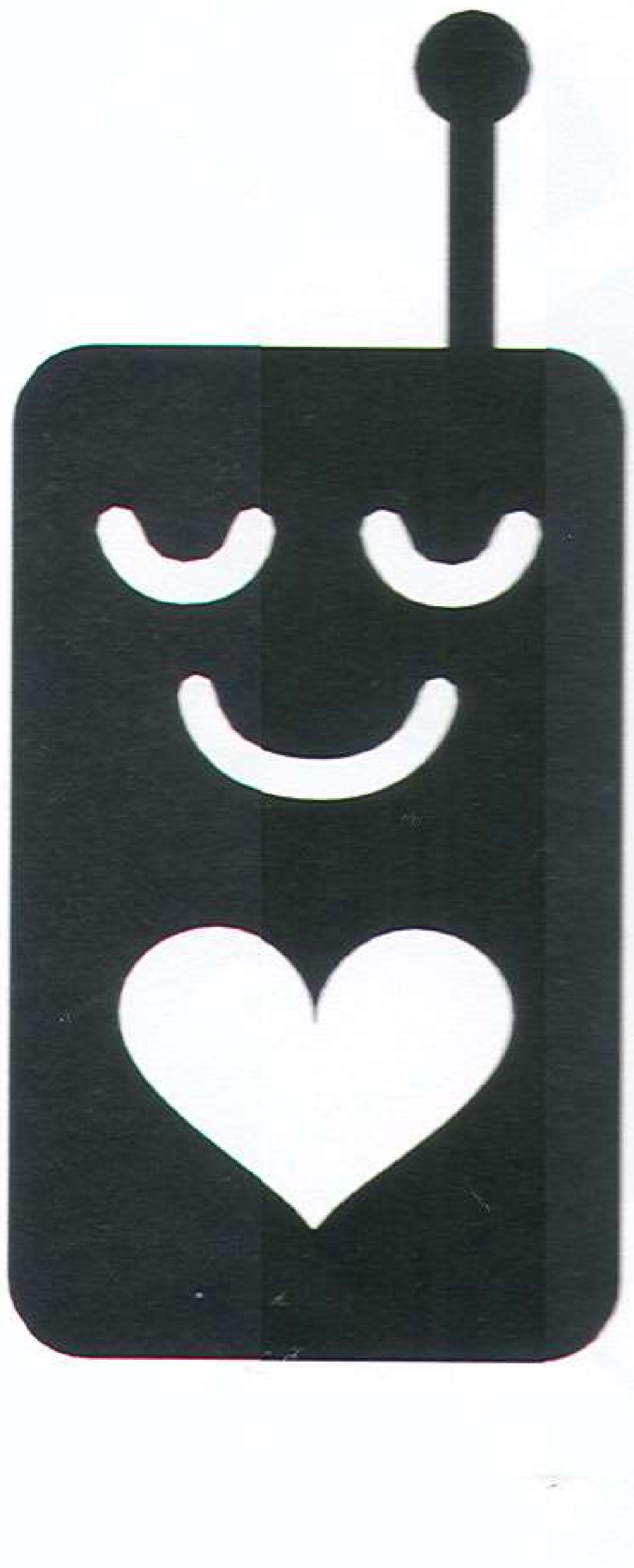
ダイキニーショウ
ニホンテイコクグンハ、セイキヲトキヲツゲショウヲキキョウトスル
ミクサイスイヲヨセインシタグニキキニーシ、ミッケンハハツ
トシーカルセンアートナプリョクニヨルイナカヲカハプ
リョクハミーシハ、ミクサイブンスーヨカイケツスルシニカ
ストシミハ、ダイキニーニミクヲネーキスル。

センソウノモクテキヲタッスルタメ、リクカイクウグン
ノチカラセンリョクハ、ニホンヲホジシナイ。
クニノタメセンケンハ、ニホヲミトメナイ。

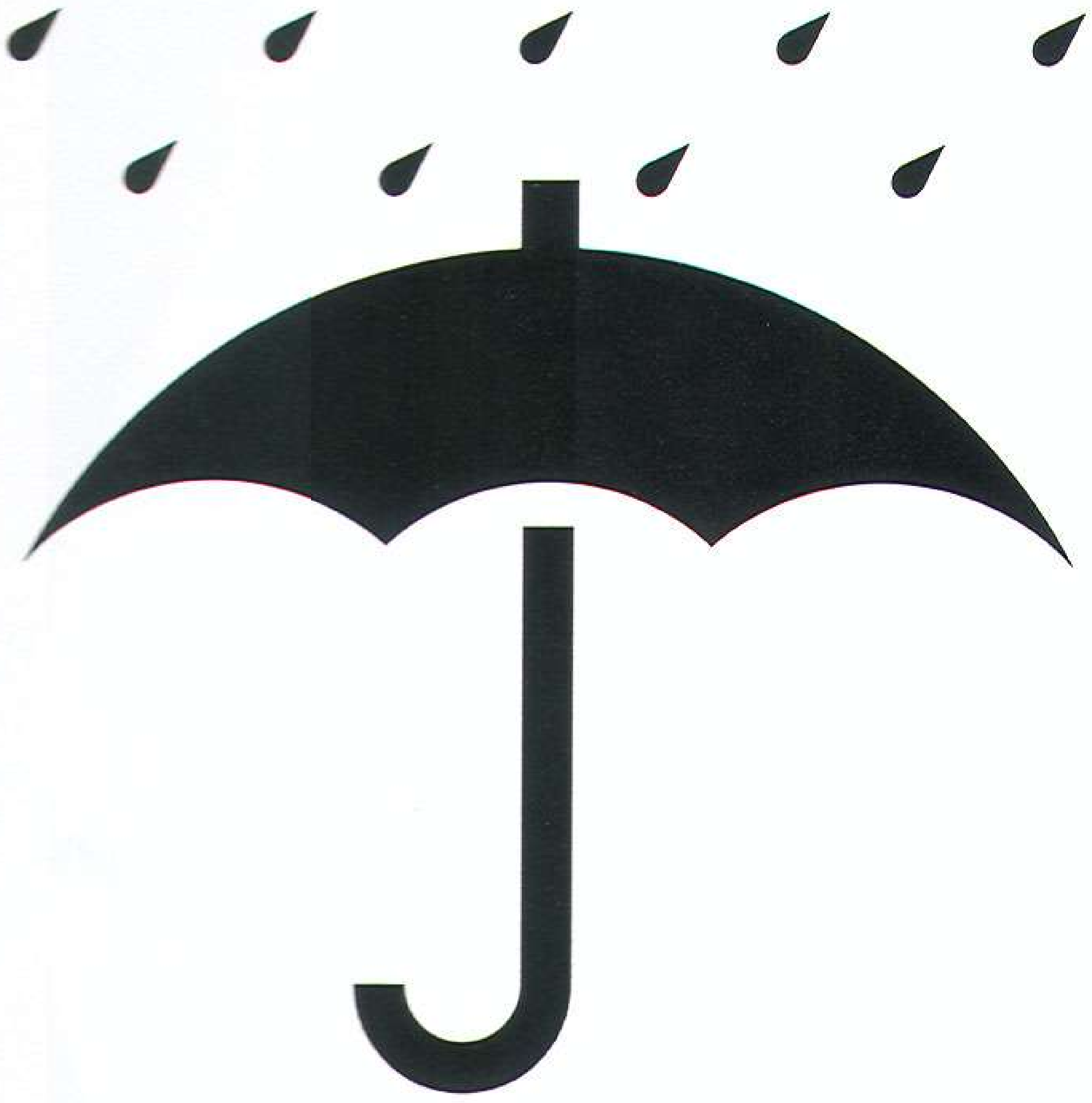
ダイニッポン カイドウ クミアイ
ダイニッポン カイホウ クミアイ
ダイニッポン カイホウ クミアイ

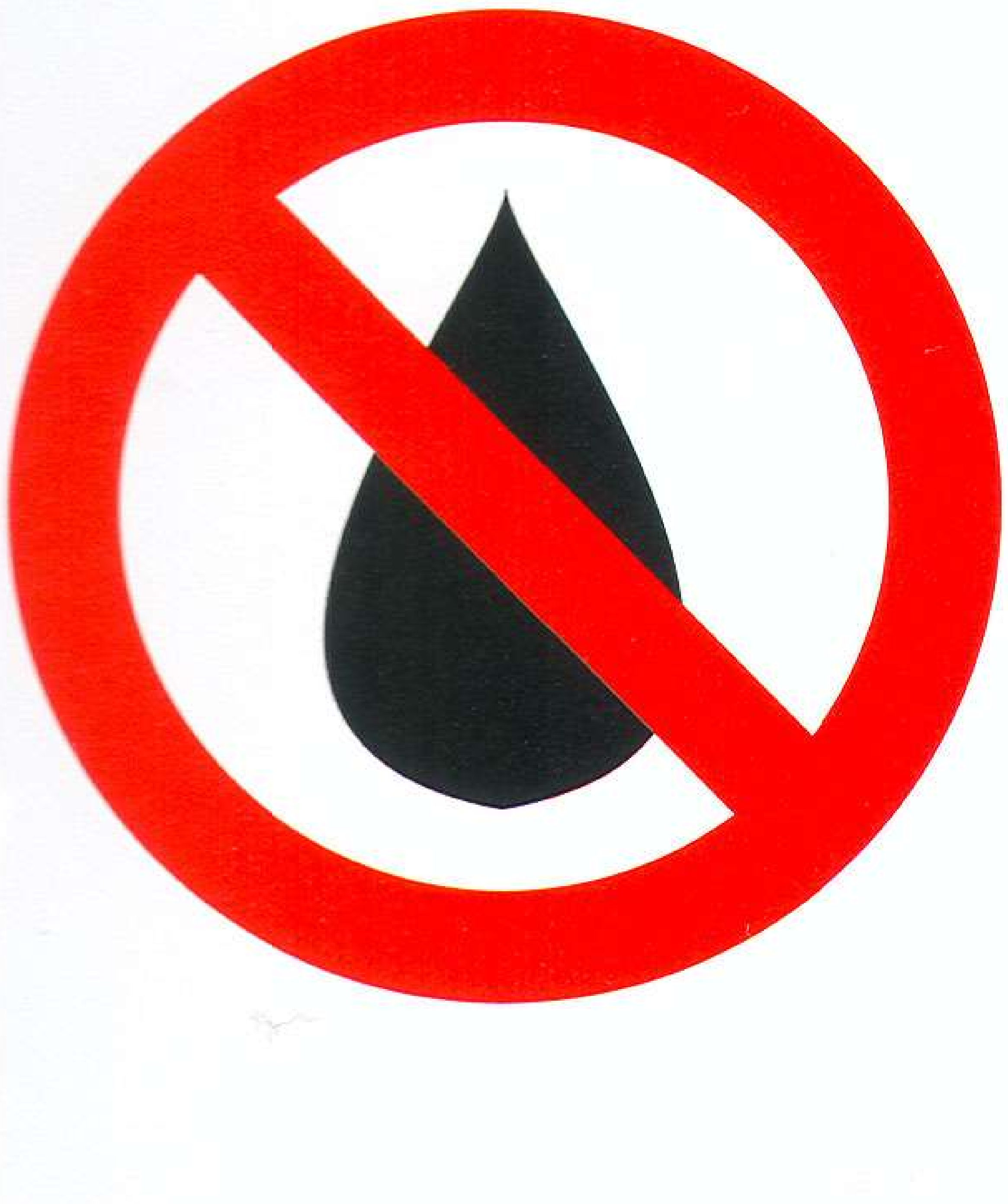




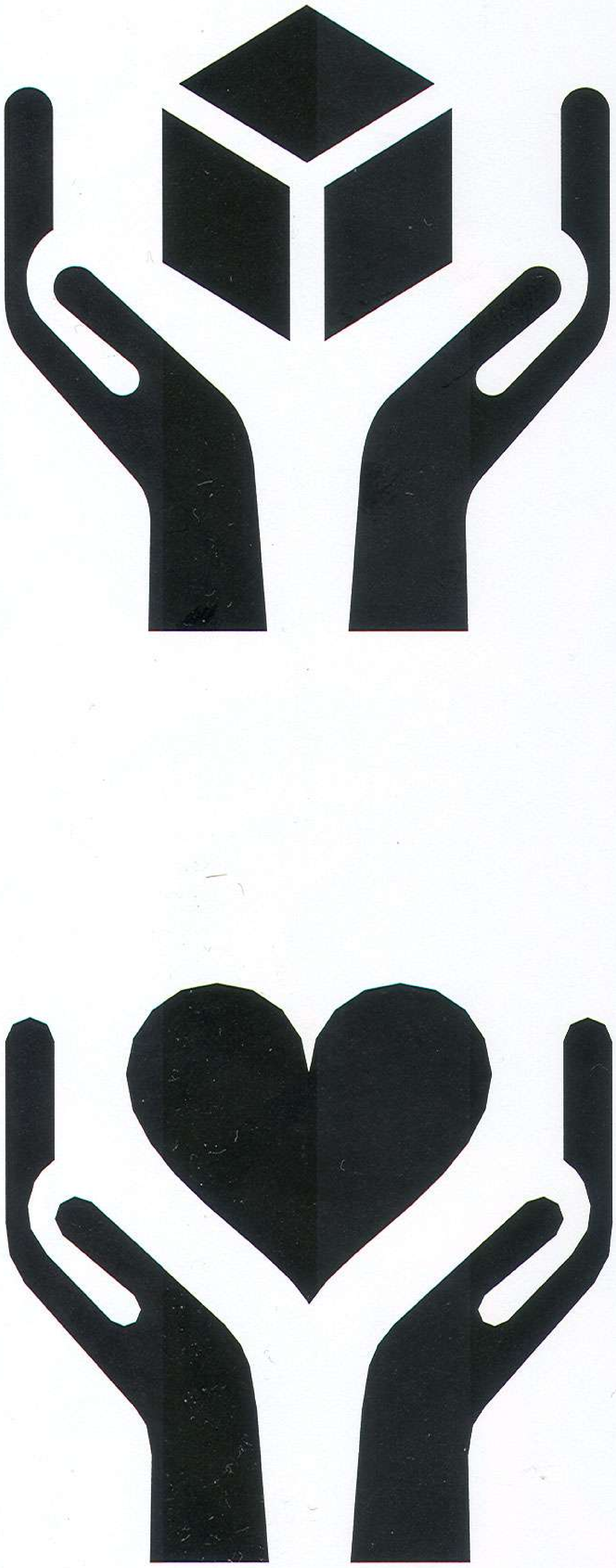


Take care to use mobilePhone here

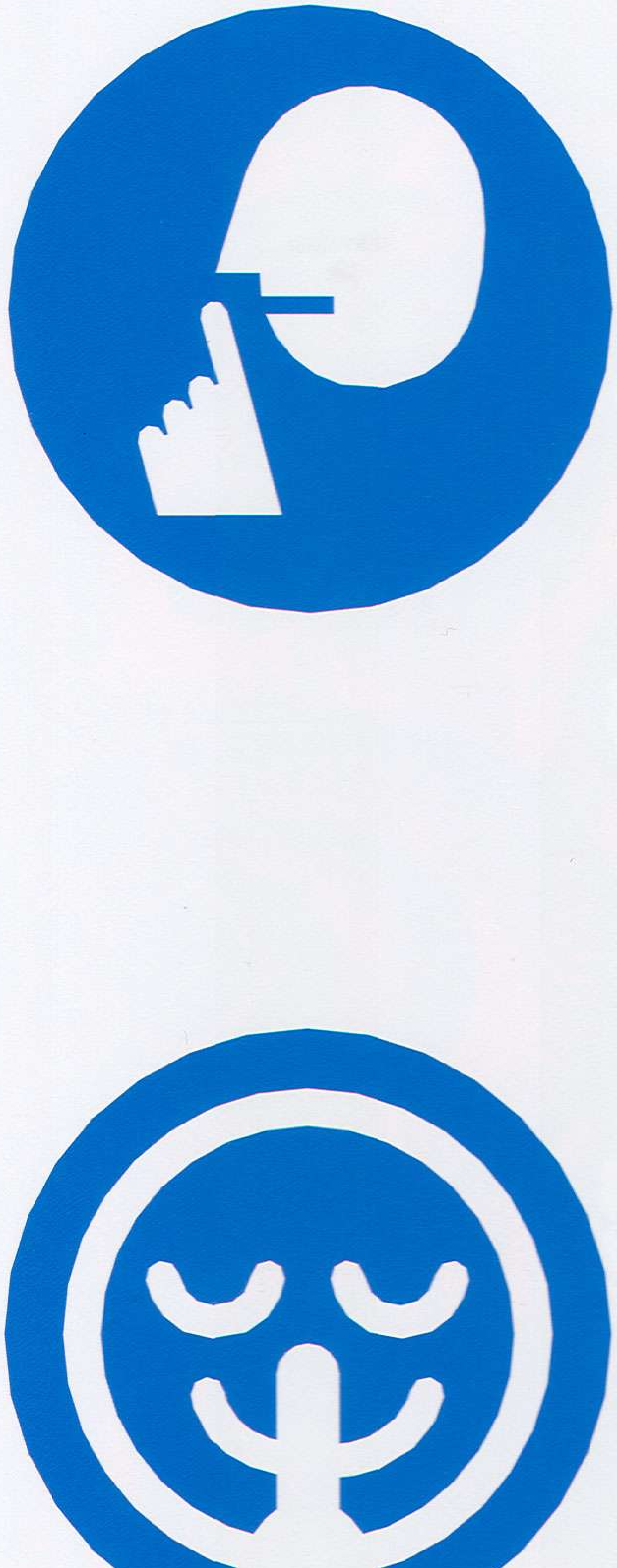




"Handle carefully" on a parcel



"Do Not Damp" on a parcel

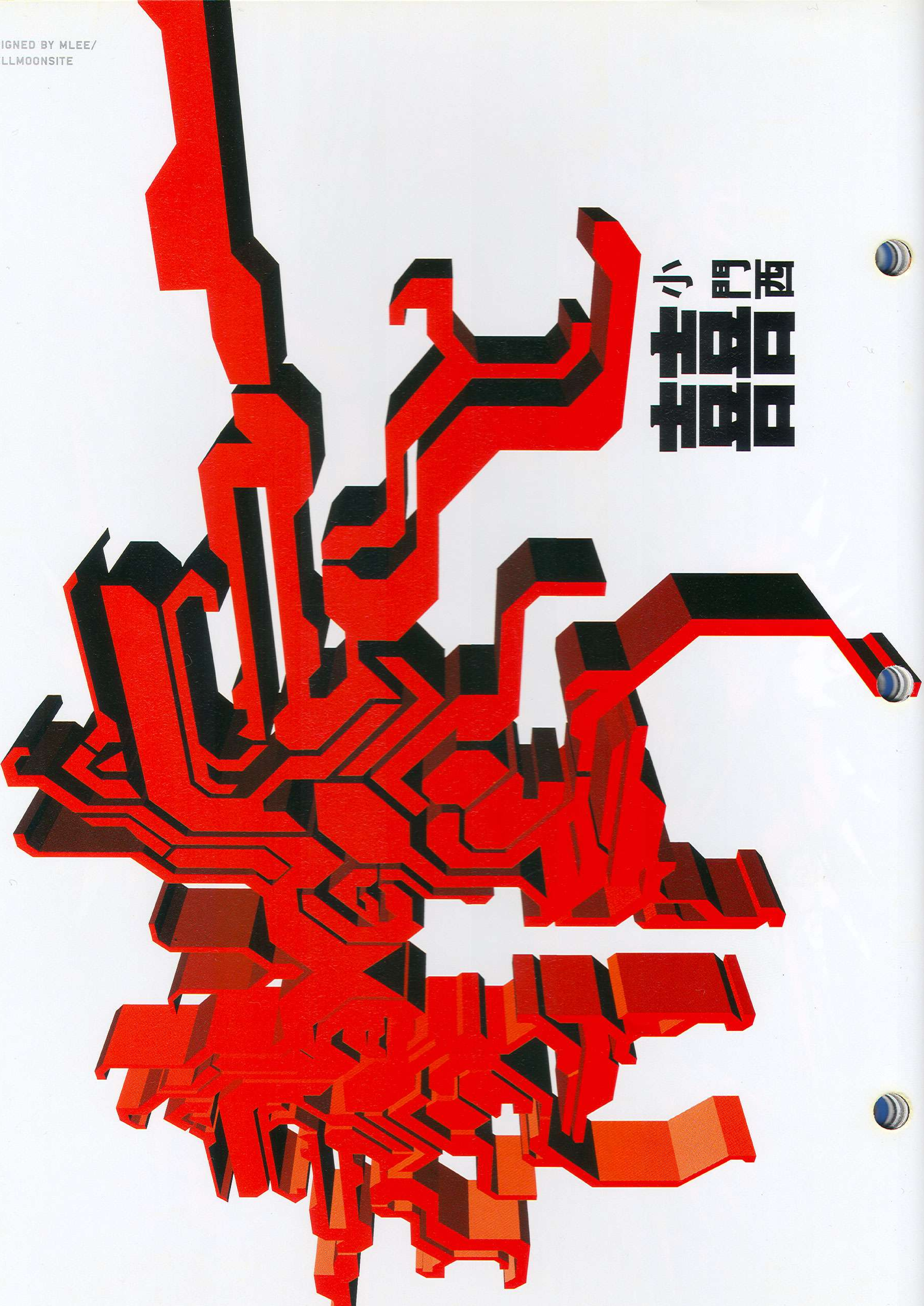


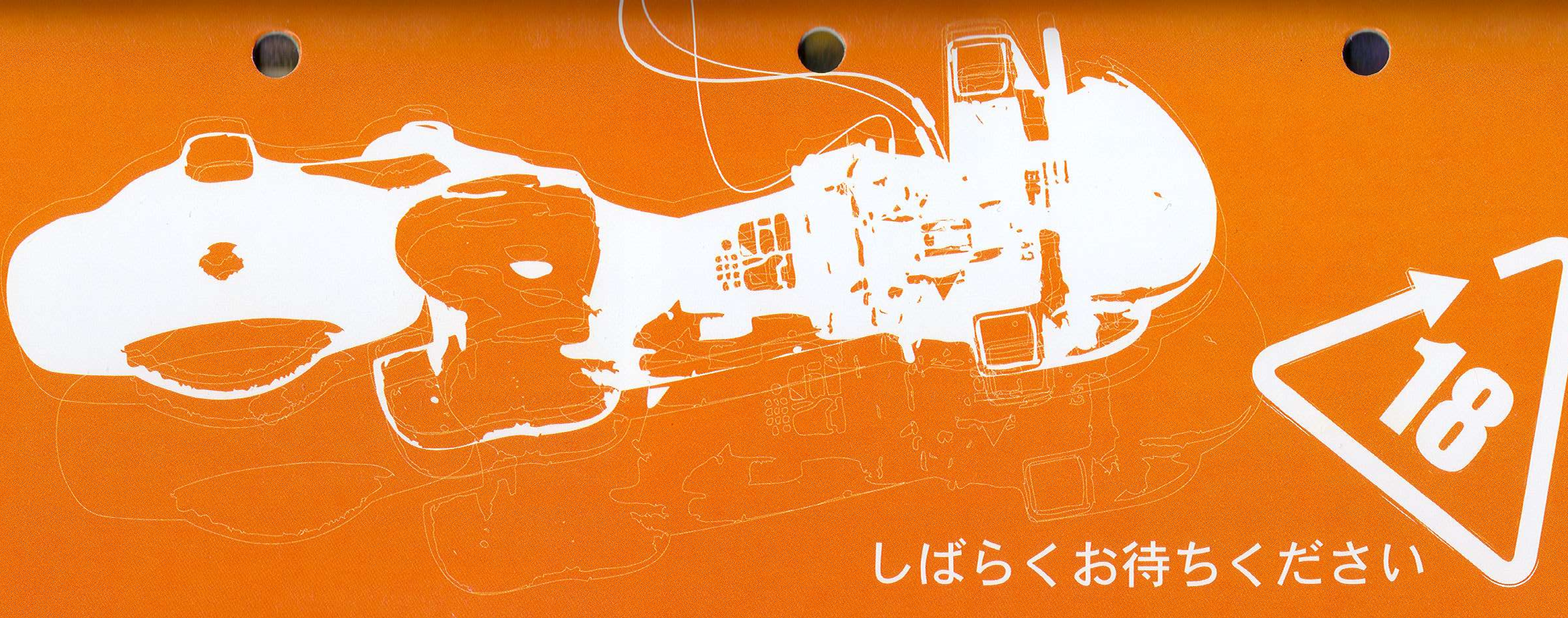
Quiet please

DESIGNED BY JUNKIE

DESIGNED BY JUNKIE

DESIGNED BY MLEE/
SHELLMOONSITE





しばらくお待ちください

李小門

FIRE SAMURAI

JOE YEUNG !
no shit talking, man

Rilla + Steve

FIRE BUNNY

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